

# **LONDONDERRY, NH MASTER PLAN STEERING COMMITTEE**

## **MINUTES OF THE February 22, 2012 MEETING AT THE Cable Access Center**

Members Present: Leitha Reilly, Chair and Planning Board Representative; Joe Green, Town Council Representative; Larry O'Sullivan, Zoning Board of Adjustment Representative; Jason Allen, Londonderry Housing Redevelopment Authority Representative; Deb Paul, Business Community Representative; Mary Tetreau, At Large Representative (North); Barbara Mee, At Large Representative (Central); and Russ Lagueux, At Large Representative (South)

Staff Present: Community Development Director André Garron, AICP; Town Planner Cynthia May, ASLA; GIS Manager John Vogl; Community Development Secretary Jaye Trottier

### **I. Call to Order**

L. Reilly called the February 22, 2012 meeting to order at 7:01 PM

### **II. Approval of the January 31, 2012 Minutes**

**R. Lagueux made a motion to approve the minutes of the January 31, 2012 meeting. J. Green seconded the motion. No discussion. Vote on the motion: 8-0-0.**

### **III. TPUDC Contract Update**

A. Garron reported that the contract with Master Plan consultant Town Planning and Urban Design Collaborative (TPUDC) is nearly complete. It has been reviewed by Town legal counsel and staff has confirmed its equivalence with the Request for Proposals (RFP). The one issue that remains unsettled is the required update of the 1991 Water Resource Management Plan (WRMP), a document that provides a complete analysis of all water resources within Londonderry. While the RFP reflected the Committee's wish for a review and update of the plan, TPUDC has countered with a proposal to instead review and *integrate various elements* of the WRMP as they pertain to the Master Plan. A. Garron explained that although an update is warranted, the task would be nearly as involved as the Master Plan itself. He added that when he reviewed the applications of the Committee's two other top consultant choices, one did not even mention the WRMP while the other did so only incidentally. Rather than risk losing focus on other aspects of the Master Plan by pursuing such a time consuming effort, he recommended that TPUDC's counter offer would be an advisable option. He asked the Committee for direction on the issue. The consensus was to require that TPUDC review the WRMP and integrate those elements that are relevant to the Master Plan comprehensive update.

### **IV. Master Plan Survey Discussion**

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L. Reilly reported that the Survey Subcommittee met on February 16, 2012 to refine the draft survey. Although the exercise itself was productive, it resulted in a telephone survey of over 23 minutes in length, eight minutes longer than the 15 minute target. The Subcommittee originally intended to provide a final draft for approval at this meeting but have decided instead to meet again and develop a succinct product that will extract the most appropriate and valuable information. A final draft will be emailed to the Committee prior to the March 28 meeting with the goal of approving it at that time. The University of New Hampshire (UNH) Survey Center has confirmed that they can commence their work immediately following this approval. Two weeks after the survey is completed, UNH will be able to provide the raw data and their analysis of it. Following a discussion of the report by the Committee in April, the charrettes can be scheduled for sometime in May.

L. Reilly next provided responses to several questions that arose at the January 31 meeting:

- It was noted in January that "The second question [of the draft survey] asking which adult in the house had the most recent birthday, while used for randomization purposes, seems awkward and may create confusion. The respondent may choose not to participate as a result." After consulting with Tracy Keirns of the UNH Survey Center, L. Reilly conveyed that this particular question has been used successfully by the Survey Center for 30 years. The consensus of the Committee was to include the question in the survey.
- A concern for possible bias related to residents who no longer use a land line and the potential need for cell phone capture was also brought up at the last meeting. T. Keirns informed L. Reilly that while there is some debate amongst professionals about a growing need to separately consider those who use only cell phones, the relatively low occurrence of this practice in New Hampshire coupled with the associated expense causes her to advise against it.
- Concerns for other potential bias discussed in January should be alleviated by the aforementioned experience of the UNH Survey Center with randomization and their guidance regarding cell phone capture.
- When discussing community outreach at the last meeting, it was suggested that the Nixle alert system be utilized to disseminate information concerning the Master Plan. L. Reilly contacted Captain Michaud of the Police Department who explained that although it could be done, there is concern that users of the system will discontinue service if they receive an increasing amount of non-emergency messages. He added that if companies begin to argue for a similar use of the system for non-emergency advertising, Nixle would be providing free commercial publicity which contradicts its intended use. He offered instead that the Committee use the Police Department website which regularly posts community activities.

96 **IV. Workload Dissemination: Sub-committees for community outreach,**  
97 **charrette week, etc.**  
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99 Methods of community engagement were reviewed by the Committee. A  
100 Facebook page will be created and managed by TPUDC. A press release to  
101 announce the impending survey is still planned, and advertising on both the  
102 local cable station and on \$.08 postcards via the Londonderry Times was also  
103 discussed. J. Green suggested making use of the School Department's  
104 communication system. Upon the advice of B. Mee, L. Reilly offered to contact  
105 Superintendent Nate Greenburg about the possibility of posting a message in  
106 each of the Principal's electronic newsletters. Attending Election Day on March  
107 13 was re-examined. It was decided that J. Allen would contact the Town  
108 Moderator about the possibility of setting up an informational/data collecting  
109 table. If it is allowed, TPUDC will be made aware of the opportunity to staff it,  
110 at least during peak voting hours. M. Tetreau also suggested that the term  
111 "charrette" may be a loaded term for some and unfamiliar to others. It was  
112 decided to use the word "workshop" in the future.  
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114 The topic of sub-committees was also revisited and it was decided after some  
115 discussion that tasks such as community outreach and workshops can be  
116 handled sufficiently by TPUDC. Committee members can instead make  
117 themselves available between monthly meetings to aid TPUDC if needed and  
118 can help coordinate workshops by using their personal contacts (e.g. for food,  
119 locales, etc). J. Allen and C. May volunteered to act as community outreach  
120 contacts for TPUDC. B. Mee also suggested eliciting the help of residents Mark  
121 Oswald and Pollyann Winslow since they could provided TPUDC with a  
122 particularly informative tour of the town as they did for Leadership  
123 Londonderry.  
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125 **V. Next Steps**  
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127 Prior to the next meeting on March 28, the final survey draft will be distributed  
128 to Committee members in anticipation of approval at that meeting. The date of  
129 the April meeting will be addressed as well, since it was noted that it falls within  
130 the week of school vacation.  
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132 **I. Adjournment**  
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134 **L. O'Sullivan made a motion to adjourn the meeting. M. Tetreau**  
135 **seconded the motion. Vote on the motion: 8-0-0.**  
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137 The Meeting adjourned at 8:10 PM.  
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139 Respectfully submitted,  
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143 Jaye Trottier, Community Development Secretary