

**Master Plan Steering Committee (MPSC)
Regular Meeting**

Minutes of October 27, 2009

Members Present: Charles Blanchard, Alan Curboy, Sandra Gibson, Quigley, Chair, Steve Dalberth, Penny Dumas, Heather Hart, Heather Hendrick, Matt Rousseau, Chris Rovezzi, Bruce Smith and Maryann Thorpe.

Members Absent: Patrick Babcock

Consultant: Ralph Willmer, VHB

Staff: Jean M. Bubon, Town Planner, Diane Trapasso, Administrative Assistant

Ms. Gibson-Quigley called the meeting to order at 6:30 p.m. She stated that unfortunately Ms. Peabody had resigned from the Steering Committee due to personal reasons. Ms. Gibson-Quigley stated that it was with regret that they accepted her resignation.

Ms. Gibson-Quigley also stated that they have reserved the Conference Center at Old Sturbridge Village for the Public Forum to be held on November 21, 2009; OSV is donating the room and refreshments. She thanked Ms. Thorpe for her work in making this possible.

Ms. Gibson-Quigley stated that she wrote an article for the Sturbridge Times, a monthly newspaper, about the Master Plan and will be writing monthly updates.

APPROVAL OF MINUTES OF SEPTEMBER 29, 2009

Motion: Made by Mr. Smith to approve the minutes of September 29, 2009.
2nd: Ms. Dumas
Discussion: None
Vote: 10 – 0 – 1 (Mr. Rovezzi)

ORGANIZATION OF THE COMMITTEE

Mr. Willmer stated that a Survey Focus Group should be started now even though the survey will not be mailed until January. This group should be looking at sample surveys and start thinking about questions for this survey. The questions will be brought before the full Steering Committee.

Mr. Willmer stated that the Committee should concentrate on the following Focus Groups now:

- Land Use
- Survey
- Housing

- Public Facilities
- Economic Development

Later in the program concentrate on the following:

- Natural Resources
- Transportation
- Energy

Ms. Gibson-Quigley stated that she would like the Board to nominate a Vice-Chair and nominated Ms. Dumas.

Motion: Made by Ms. Gibson-Quigley to nominate Ms. Dumas as Vice-Chair of the Master Plan Steering Committee.

2nd: Mr. Smith

Ms. Dumas accepted.

Vote: 10- 0 -1(Ms. Dumas)

The following are the Focus Groups and members:

- Land Use – Mr. Curboy & Mr. Rousseau
- Survey – Ms. Dumas, Ms. Hendrick & Ms. Thorpe
- Economic Development – Mr. Dalberth & Mr. Rovezzi
- Housing – Mr. Hart & Mr. Smith
- Public Facilities – Mr. Blanchard & Ms. Thorpe

Ms. Bubon stated that that if each group meets as a whole we should be posting those sessions 48 hours in advance.

DISCUSSION OF THE NOVEMBER 21st PUBLIC WORKSHOP

Mr. Willmer provided an overview of the Public Forum on November 21st. He stated that we would be using the conference room and two small board rooms. When people register they would be asked to designate where they live and/work in Sturbridge by using push pins and a map. A variety of maps and displays will be set up in the room including zoning and open space maps and perhaps some others so that people could become more familiar with the town. At certain points during the meeting, electronic voting will take place. During this part of the program five or six questions will be asked concerning key issues and those present will be able to see some instant feedback.

The agenda for the Public Forum would cover:

- An introduction - key players
- Overview of the Master Plan
- Snapshot of Sturbridge – Power Point Presentation
- Questions & Answers

- Breakout Group – (participants would be randomly assigned numbers that would indicate in what group they would be participating)

The group discussed having the break out groups centered around geographic areas but ultimately decided that subject areas would work better and would keep the feedback consistent with the elements of the plan. It was decided that all element areas would be covered by breakout sessions.

1. Land Use
2. Open Space
3. Economic Development
4. Housing
5. Public Services & Facilities
6. Transportation
7. Natural/Cultural & Historic Resources
8. Energy & Sustainability

Mr. Willmer stated that three questions will be asked and each group will have 15 minutes to answer each question. Each group will have a spokesperson and a note taker and will then provide a summary of their discussions to the whole group.

Mr. Willmer stated that four or five staff from VHB and probably two staff people from RKG will be present. The Steering Committee members will act as facilitators.

Mr. Willmer stated that the Public Forum needs to be publicized by the following ways; the press, flyers and the web site. Mr. Curboy stated that you could use the “reverse call” to invite people to the public forum. It will randomly generate house calls and you could ask them to participate by pressing one

DISCUSSION OF THE COMMUNITY WIDE SURVEY

Mr. Willmer stated that the survey will be done by the University of New Hampshire. It will be mailed to all households. RKG will do a separate survey for businesses. The survey will be self contained and will contain three to four panels folded and up to 40 questions. The Focus group will create a list of questions and rank them and then UNH will find the best way to ask the questions. UNH can meet or have a conference call with the Focus Group and/or Master Plan Steering Committee if needed.

Mr. Willmer stated that the Focus Group on the survey should get started now and then in December a larger group discussion will take place. There is a 6 to 8 week window period:

- Advertise the mailing of the survey
- 2 to 3 week printing & processing
- 3 to 4 week in hand
- Anticipate 20 to 30% response rate

- Tracy Fowler of UNH will make a presentation to the Master Plan Steering Committee – 60 – 80 page report with data.

UPDATE ON THE MASTER PLAN WEBSITE

Mr. Willmer stated that the website will be ready in advance of the Public Forum. It will likely be located at <http://www.vhb.com/sturbridgemasterplan> He stated that a comment section will have a separate mailbox directly to Ms. Bubon. He also stated that there would be a mock site to view first and then once approved would go live.

NEXT MEETING

November 17, 2009

On a motion made by Mr. Rousseau, seconded by Ms. Hendrick and voted unanimously, the meeting adjourned at 8:15 p.m.