

Westminster Master Plan Meeting Minutes

December 7, 2011

Present: Linda Wiest, Laila Michaud, Scott Ryder, Mike Fortin, Mike Gallant, Richelle Brown, Ted Fiffy, Heather Billings, Stephen Wallace.

Minutes: approved as amended by Steven to remove "solid waste" from title

Logistical: \$500 transfer from planning board to town clerk's office for distribution of survey

Karen King to help SW get survey up on the website (survey monkey?).

Review of survey content:

We went around the room for each member's comments & ideas. Steve to incorporate the consensus of ideas into the final version of the survey, to be submitted to the Town Clerk's office 12/8/2011 .

Town center discussion...Kittery, Maine- design guidebook on their website- encourage members to go look at it.

Survey distribution & collection discussion:

SW- to ask if we can post a big map at the library with survey copies available there. Press release in the paper will mention that we'll take partial and completed surveys.

Keith Harding's show will welcome the Master Plan Committee to his show in January.

Need 10% to be statistically viable, hoping for 30-40%. Deadline chosen of February

Front page link on the town website.

Linda wrote newspaper editorial for discussion at December meeting, SW to scan and send around to committee. Linda asked the Highway Dept about taking a turn at the drop off center to promote the survey. HB to ask WM for permission.

Plan kickoff event for February- Review of plan, SWOT (Strengths, Weaknesses, Opportunities & Threats), tables, committee members as table leaders – appoint a scribe to write on the flip chart (not town official or another committee member), appoint a spokesman (same rules), SW time keeper. Come back as a big group, put all the sheets on the wall, spokesmen read off their sheets of SWOTs. We hand out 4 red dots to every person there, instruct to place on #1 SWOT. Dot preference exercise – cream rise to the top. SW summary memo, talk about as committee, put results on website.

Where- brainstorm possible suitable locations. Westminster Elementary School best because of large wall (facing the back wall in individual chairs) SW to speak to the custodian about chairs. Hoping for 50-60 people to be there. Brought up local restaurants, Eloranta room at Forbush, VFW, Legion. Steve to check each room for suitability.

When-February 9 and snow date of February 16.

Refreshments- cookies, donuts, cider, tea (any local restaurants donate? Watch the perception of favorability)

Plan publicity to use for press on the survey and any events.- brainstorm list of news outlets, public safety sign, cable tv, drop off center, community vine facebook.

For next meeting January 4, 2012

Think about other avenues for promotion of kick off event and survey. Promote by word of mouth.

Posters- color (HB offered to print) SW work on language for notice.

Homework: Look at long range planning studies: towns new website-planning dept site there are 7-8 long range plans available there.

SW previously sent out links to Keene, Princeton, etc.

Misc:

All members should use positive spin when talking to the press