

Minutes: Master Plan Steering Committee – January 20, 2021 – Remote Meeting

Committee Members attending: Jack Troast (Chair), Stacy Lennon, Barney Arnold, Janne Corneil, Mary-Lynne Bohn, Kerry Kissinger, Kate Reid, Bob Zogg, John Ballantine.

Absent: Christine Lear.

Also in Attendance: Carren Panico (Carlisle *Mosquito*).

Jack called the MPSC meeting to order at 7:00.

Administrative Matters

Jack reminded members about the 1/25/21 PB meeting, and asked those members involved in revising EC reports to attend. He discussed logistics of the MPSC's presentation to the PB. Barney asked about the possibility of continuing work with the interns, but on a paid basis. Janne has put together a MP GIS proposal for an expert mapping consultant and for intern work (estimated \$6,400 budget required) which outlines the various GIS tasks and summarizes process. This proposal will be supplied to the PB for their next meeting. Jack reported that at the last PB meeting, that Board approved the P/PM work plan and the budget for the P/PM position, and that the PB plans to review the remaining MP budget line items at its next meeting.

Jack said he received a list from MPSC members some time ago with possible consultants/firms for the P/PM position, and he asked for any additional suggestions to be forwarded to him so he can coordinate outreach with Tim Goddard. Jack, Stacy and Sara Smith (PB member) will comprise the P/PM selection committee.

Member Updates

MP Outreach – Mary-Lynne addressed ways to engage the community and try to reach a younger subset of residents who may not have responded earlier. She showed a 2-minute video the group had put together for the public about the MPSC work. The Committee discussed the video and offered suggestions, and Bob suggested possibly using a series of videos coming out on a regular basis. The video refers viewers to the current carlisleplan.org website which Bob noted needs updating. He suggested that a brief summary of each EC report should be included on the website. The Committee discussed the timing of video release and of other outreach activities such as the survey under development. Jack asked Mary-Lynne and Barney to develop a timeline of outreach events and provide it to the Committee for the next meeting.

Kerry referred to the 2009 survey of residents, which had a high response rate and provided good data. He suggested including some of the same questions in the upcoming survey to see how opinions may have shifted in the last decade or so. He referred to Concord's MP of 10 years ago and pointed out that its new MP is very different, focusing on different issues to an extent.

The Committee discussed the new survey. Barney had shared notes from a discussion with Lynne Lipinsky and Tara Calman of Epicenter in which they discussed survey structure and composition. The plan is to include all residents 18 or older and that it not be limited to one response per household. It will be an online survey but include non-web users by another means. Barney suggested that the background info be put on the website so people can familiarize themselves with the MP work and with the issues before completing the survey. She asked each MPSC member to provide a few survey questions key to their topic, and Epicenter will craft the survey. Janne pointed out that much more information sharing with the residents needs to be done before the survey can be effective, and the Committee discussed various approaches to outreach. Janne suggested that the Kitchen Conversations (KCs) had been the most successful approach so far, and a similar approach could be used to get the word out. Jack asked Janne to take the lead

in having the Elements Group hold information focus groups with the public before the survey goes out. Janne said that some time will be necessary to prepare and organize the information for this two-way dialogue with the residents.

Bob reported on the needs to understand climate resilience with respect to climate change. He noted that the initial MVP planning grant and current efforts should make us eligible for future grants to carry out the plan. He informed the MPSC of a half-day Saturday virtual MVP workshop on 3/27/21, the goal of which is to establish the top 5 priorities to include in the plan, and asked MPSC members to send contact info of anyone they feel would be important to include in this discussion.

John said that the Municipal Facilities Committee meets next week. Also, serving on the Highland Committee affords an opportunity to see areas of overlap with respect to future facilities needs.

Janne reported on the last Elements meeting, and that she had put together a series of slides that explains the process for analyzing and framing the options. Janne suggested the MPSC members review that presentation.

Kerry reported that he is in communication with Kim Kane (Treasurer) and has requested current budget data to incorporate into the financial model, as the model is now out of date. He added that the data will need to analyze different scenarios of building, lot size and assessed values and translate those into impact on the average tax bill.

Bob reminded the Committee that a template and example for deliverables would be helpful as a guide to what is needed. Jack pointed out that the P/PM will be of assistance with this as well.

Minutes

The Committee reviewed the draft Minutes from the 12/9/20 meeting. Bob moved to approve the Minutes as drafted, Kerry seconded the motion, and it was approved 7-0-2 (Janne and Stacy abstained) by roll call vote.

The meeting was adjourned at 8:53 pm.

Respectfully submitted,

Gretchen Caywood