

Town of Shutesbury Massachusetts  
Master Plan Working Group

October 26, 2016

Final Minutes  
Minutes taken by RL Groves

Meeting Begins at 7:08 PM

Members present:

Meryl Mandell, Bob Groves, Mike Vinskey, MaryAnne Antonellis, Nan Dill, Michele Cunningham, Dale Houle, Jeff Lacy, Dave Kittredge

Guests: Howard Snyder from Harriman.

Discussion of Minutes.

Meryl would like to edit minutes before distribution in order to best use meeting time. Bob says all members should see minutes and recommend edits at meeting before Committee .

Bob says he thinks minute edits are too elaborate and that minutes should be short, concise and convey gist of meeting.

Meryl says contractual obligations and commitments should be included in meeting minutes because there could be legal repercussions to what is said at meetings.

Jeff and Nan agree.

Nan offered to share responsibility of taking minutes with Bob.

Bob wants to continue taking all minutes, distribute them to Committee members ahead of meetings and that edits will be suggested and incorporated at meetings.

Committee votes to approve edited minutes of 10/17/16.

Howard Snyder arrives at 7:29

Howard hands out doc outlining "Communication and Outreach Strategy - Revised"  
Document outlines Harriman's approach:

- 1 Overview
- 2 Standard Communication
- 3 Public Outreach

Howard hands-out three colored docs to be used for public outreach.

One is notice to announce event on 12/5.

One is quick question card which will be distributed and taken home at 11/3 meeting.

One is hand-out to be placed around town and filled in and submitted prior to 12/5

meeting: "What is your vision of Shutesbury?"

Q: Where should question card be dropped off? Answer: Town Hall, Library or School

Meryl asks why docs are so simple.

Howard: That is how public meeting will be designed. Elaboration will ensue with guidance from MPWG.

Jeff says a "modified SWOT" (Strength, Weakness, Opportunity, Threat) should define visioning process.

Howard distributes Visioning Workshop agenda doc: "Meeting agenda –draft".

Welcome, Project Overview, Why Plan?, Explanation of Meeting Format, Visioning Exercise, Wrap-up

Visioning Exercise

A. Outdoors: Open Space, Recreation, Scenic and Natural Resources.

B. Indoors: Land Use, development.

Nan. Doesn't think that this agenda is consonant with what was described in meeting with Alison.

Jeff says that SWOT should be our path to find out what people are thinking about.

Jeff says there are other issues beside Land Use that are important to people. For example: Fiscal Issues, Public Facilities, etc.

Howard would like to use a map of town to get people to write their likes, dislikes and options as noted in four questions he proposed for discussion at the Workshop.

Discussion on whether map would be good idea.

Nan thought that the questions were off target, and did not reflect our discussions from previous meetings. Nan: We should discuss what the bucket should be.

Bucket: Strengths

Bucket: Assets

Bucket: What will change that should not

Bucket: What do we want to change

What do people like?

Meryl: People have a good handle on that.

Howard: We need to establish that.

MaryAnne: Many people don't know a lot about the Town and its services.

Bring up issues and then pursue them.

Jeff: Visioning format does not have to adhere to master plan format.

Nan: Five Questions:

What do you value?

What do not like?

What do you want to change?

What do you not want to change?

What will make the Town more attractive?

Bob says that q5 presumes growth is a good thing. He states that growth and increased real estate values are not inherently beneficial.

Dale says q5 is redundant

MaryAnne likes SOAR for model (successes, opportunities, aspirations, responsibilities)

Nan is against SOAR.

Meryl and MaryAnn like the idea of asking residents what their "responsibilities" to the town are.

Dave that's not part of our job. Dave states that many think that being law-abiding and paying taxes make for responsible behavior.

MaryAnne says not personal responsibility of individuals but Town responsibilities.

Meryl: how are 4 questions presented?

Nan: We have two hours less 1/2 hr for set up break down.

Options:

- Linear approach ask questions, get answers. Facilitator leads questions Least efficient time wise.
- Written questions. Use post it notes for answers. Answers can be posted to general categories on board or wall. Gets lots of input.
- Separate tables with different questions, tablecloths for notes. Change tables.
- Gallery walk at the end. Where dots are applied for prioritization.

Howard: we listen, then reflect statement and summarize for participant.

If we have separate groups and topics a facilitator at each group will summarize each group discussion of the topics.

Discussion of general methods for conducting sessions.

Jeff says we give general direction to consultants to run meeting and they "run with it". We should not give specific instructions.

Michele: Assign groups. Groups get its assigned colored markers that check, instead of dots.

Howard: 4 questions will elucidate categories.

Mike supports Jeff that Harriman should run meeting and if they do not need facilitators, we are OK with this.

Howard: If more than 35 people show he will need help.

Nan suggest prioritizing likes and dislikes.

Howard sees prioritization at the end of first meeting.

Item 6 on meeting Agenda: "Questions and Answers"

What do you value?

What do you not like ?

What would you like to change?

What do you keep the same?

Jeff: this is just two questions.

Jeff still likes SWOT strengths, weaknesses, opportunities, threats.

MaryAnne likes SOAR.

Meryl: Harriman have AV needs for workshop?

Howard has his own equipment.

What do we do?

Meryl gives speech and introduces team.

Howard gives project overview.

Follows meeting agenda draft.

Harriman team will provide facilitator training.

Meryl asks if Howard will have sufficient handouts and other materials for townwide distribution.

Leave "four questions" cards for people as they leave.

Dave thinks "four questions" should be available for people to take home.

Meryl asks Howard to bring cards. Howard said yes, he will make sufficient copies for distribution at the meeting and for placement around town.

Howard distributes online survey.

Committee does not think it represents what we are trying to do. It must be reworked.

Question on meeting hand-out : What would you like Shutesbury newspaper headline to read 15 years hence?

Cursory notice. 11/3 will be an official meeting of MPWG. It must be posted.

Record members present.

Guests present will be participants.

What if there are a lot of people?

Play it by ear. Howard's team will train group to facilitate, if necessary.

Should out-of-town people be allowed to come ? Group not worried that this will be a problem.

Meeting adjourns 9:00