

Minutes: Master Plan Steering Committee – February 10, 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: Sara Smith, Christina Christodouloupoulos, Carren Panico (Carlisle *Mosquito*).

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

Administrative Matters

Jack reported on Stacy's presentation of the GIS Mapping Proposal to the PB at its 2/8/21 meeting. He said the PB approved the GIS work plan and proposed budget. He thanked Stacy and Janne for developing the proposal., Jack explained that he has recused himself from the procurement aspects of the GIS plan, as his son is one of the interns in consideration having worked on the mapping project over the summer.

The PB also asked about the MPSC's upcoming meeting with the SB, and Jack had explained that he will be providing a process update and that possible future capital expenses for the Town will also be discussed. Jack asked John to provide some key points to share with the SB at its 2/23/21 meeting, and added that he provide the PB with a brief outline of the planned discussion with the SB. Janne pointed out that with the MPSC is progressing with the P/PM interviews, and with the go-ahead on GIS from the PB, the MPSC can now focus more on its own MP process.

Member Updates

Mary-Lynne presented the Communications Timeline which will be presented to the PB at a future meeting, and which covered the time range from the present to mid-2022. In the next few months, the goals are to further prepare for communications outreach by updating the MP and Town websites as well as all mailing lists, and developing a bi-monthly communications routine. Next steps will include further development of some of the specific tasks, hosting cyber chats and driveway dialogues to get information out, and preparing and delivering the survey. The goal is to support circulation of a draft Master Plan in Fall 2021. This will include soliciting additional community input, presentation of draft MP goals at Fall TM, establishing a timeline and PR to distribute final report findings, with the goal of completing the MP by year end.

First quarter 2022 will include town-wide discussions on the MP, with SB discussions of warrant articles that will be needed to support the MP, and drafting of those articles. Second quarter 2022 will include preparation of a presentation for TM, with presentations to Boards/Committees, and required public hearings for warrant articles.

Barney explained that throughout this plan, the outreach goal is to reach the community as a whole in order to build a wider audience. Janne and Barney agreed that the Master Plan Working Group (MPWG) should participate in this outreach process. Jack pointed out that this outreach schedule will need to be integrated with the project schedule, and that the P/PM will review the schedule and may have revisions.

The Committee discussed the presentation, and Stacy detailed some of the many different measures they will be using to collect data and input from the residents. Jack pointed out that with a range of data collection methods, a wider audience will be reached, likely providing a wider range of input.

Bob complemented the MPO Subcommittee members on their work. He pointed out that residents may have certain topics of the work they are more interested in, and suggested that there should be a way for residents to selectively

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engage in those topics. Bob also felt the proposed timeline is very ambitious, and suggested highlighting the most important goals and objectives. He stressed that the data processing work for all these endeavors takes time and must be factored into the timeline. Kerry suggested including questions he had proposed in his nutshell report on Carlisle in the survey.

Jack congratulated the MPO Subcommittee on its work, and suggested a graphic of goals and a list of the key support options for presenting this plan to Boards and Committees. Jack then asked for updates on other topics.

Kerry asked Committee members to review his submitted report "Carlisle in a Nutshell" and to send comments to him. Jack asked that members be prepared to give feedback on this report at the 3/17/21 MPSC meeting.

Jack reported that 2/19/21 is the deadline for responses to the RFP for the P/PM, adding that they are receiving good questions and feedback on the RFP from potential respondents.

Minutes

The Committee reviewed the draft Minutes from the 1/20/21 meeting. Kerry moved to approve the Minutes as drafted, Kate seconded the motion, and it was approved 8-0 (John had left the meeting) by roll call vote.

The meeting was adjourned at 8:32 pm.

Respectfully submitted,

Gretchen Caywood

Master Plan Outreach Communications Timeline

[2.4.21]



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JAN/FEB 21

Prepare for town-wide communications outreach

- **Update Master Plan website**
 - Add: reorg plan, existing conditions, nutshell reports, MPSC members, video(s) links, summary of 2009 survey so readers can see how things are different/the same
 - Reinforce reader ability to email MPSC with questions and comments; forward inquiries to CML to pass on to appropriate person for reply
- **Town website updates**
 - Add "Master Planning Activities" to calendar
 - Make MP a choice to receive town-wide email alerts
- **Mailing list updates**
 - Create Mailchimp automated reply for new subscribers
 - Look into acquiring town email list; can we consolidate efforts?
 - Consider purchasing email list if not cost prohibitive
 - Include plug to join mailing list in all upcoming communications

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JAN/FEB 21, continued

Develop bi-monthly communications routine

- Content & distribution ideas include:
 - Short video interviews with elements captains
 - Short summaries of existing conditions reports with link to full report on website
 - "What is the Carlisle Master Plan" video, 1 minute
 - Interview with new planner/project manager
 - Up-close look at GIS process/how data is gathered
 - Mosquito coverage/features: new project manager intro; upcoming survey(s) and what to expect/where to find them; public forums (Cyber Chats or Driveway Dialogues); survey results and what happens next
 - Regular trivia or FAQ posts to Facebook/social media to test reader knowledge and build audience
 - Email newsletters to MP email list (+others)
 - Informational insert in spring tax bill or Town Meeting Warrant Book
 - Identify additional hosts for small public forums (cyber chats/driveway dialogues)

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JAN/FEB 21, continued

Additional MPO tasks

- Present timeline to Planning Board
- Present MP update to Select Board (Jack/Stacy/Janne)
- Reach out to Kitchen Conversation hosts
 - Thank them for participating and provide data on how successful conversations were
 - Tap them to host new Cyber Chat/Driveway Dialogue session

February deliverables

- Intro to MP video (1 min-ish)
- Stacy interview
- Website update
- Email list update

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MAR/APR 21

March

- Continue regular publicity with increasing effort to promote survey coming
- Finalize MPO timeline with new PM re: communications plan/survey launch
- Develop content/intro meeting for Cyber Chats/Driveway Dialogues
- Video interview new PM, 1-2 other elements chairs

April

- Host Cyber Chats/Driveway Dialogues
 - Collect and distribute data gathered to elements chairs for review
- Prepare, deliver survey at end of April
 - Allow time (2 weeks?) for Epicenter to review/format survey
 - 3 weeks to respond + 1 week grace period
 - Notice of how to access survey in tax bill
 - Transfer station visibility to hand out surveys, QR/links
 - Vaccine clinics – hand outs so visitors can take survey while waiting after shot

MAY/JUN 21

May

- Heavy PR push through end of survey availability window
- Provide special assistance for those with difficulties completing survey
 - COA Assistance, other volunteers who can enter responses into online survey
 - Sessions at library/Ferns for those who need help
- Preliminary results back from EpicCenter by end of May/June 1

June

- **GOAL: Early June release of preliminary survey results**
 - Post-Town Meeting presentation of results overview/highlights
 - Mosquito feature before school gets out June 18
- Resume Cyber Chats/DD to discuss results as they become available
- Use OHD/Garden Club events for additional coverage

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JUL/AUG 21

- Publicize survey results, summarize key findings
- Continue Cyber Chats/DD for feedback on results
- **GOAL: MP completes draft set of recommendations/10-year plan by Aug. 31**

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FALL 21

- Solicit more community engagement around survey as needed
- Public presentation of draft goals at Special Town Meeting (TBD)
- Establish timeline for discussion by town boards/committees in early 2022
- Establish PR campaign to distribute final report findings rather than just read online (video/interviews/etc.)
- Issue forums for public questions on draft proposal
- **GOAL: MP complete by December**

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2022

• JAN – MAR:

- Town-wide discussions occur, brief FinCom if budget requests needed for FY23
- SB discusses Warrant Articles surrounding report they will support
- Draft Warrant Articles by end of March
- PR continues to relay MP report conclusions; begins to encourage attendance at TM

• APR – MAY:

- Prep presentation for Town Meeting; PR to encourage large attendance at TM
- Organize yes vote of support from town boards/committees
- Town-wide publicity/public hearings for MP Articles at Town Meeting
- **GOAL: Town Meeting approves master plan at mid-May Town Meeting**