

# DRAFT MINUTES

## PHASE I DEBRIEFING

Community Comprehensive Plan, Phase I Outreach Steering Committee  
August 13, 2008  
7:30 PM

*Attending: Ann Sussman, Bob Whittlesey, Nancy Tavernier, Michael Kreuze, Dick Calandrella, Leigh Davis-Honn, Kathy Acerbo-Bachmann, Linda Chance, Jim Snyder-Grant, Paul Turner, Susan Mitchell-Hardt, Roland Bartl, Kristin Alexander, Ryan Bettez, Terra Friedrichs.*

**The meeting was called to order at 7:34 by Chairman Ann Sussman. Minutes were approved, then Ann invited those present to provide comments and feedback on the process and/or draft report. The remainder of the meeting focused on debriefing the Phase I process and draft report.**

Bob: Most people in the Town were not sure what went on. Not sure how taking the opinion of a few can be extrapolated to the whole. Also unclear about the relationship between the phone survey and the other surveys.

Nancy: A 15% return on the telephone survey sounds okay, but am curious about who we did not reach.

Michael: Overall, I thought the process was very inclusive.

Dick: The process went well; the question is whether we got what we wanted? Did we reach everyone?

Leigh: When I read the report, what strikes me is the lack of results. The deliverables are just not there.

Ann: The outreach part was great, Planner's Collaborative did an excellent job with that. The deliverables are another story. Need an actual executive summary, outcomes.

Linda: Planner's Collaborative did an excellent job with Outreach. Daphne very good I thought. She was personable, did not ask leading questions, good at training. Managing the process another story- I wasn't clear about the overall timeline, would have liked that posted on the website, all the various stages, how this phase fits with the others. I also would like an Executive Summary of the results. I do think we tried to reach many people in town.

Roland: My apologies- I have the phone survey results- will get that out to the committee. (RB briefly left meeting to get copies of the results, which he passed out to committee members.)

Jim: The role of the committee was a surprise- surprised that it morphed from a focus group to a group that would work on the process. I think there was some confusion on the role of the group. "Scope" creep.

Paul: I am speaking as a "friend" of the committee. One note- there was no "beta test" of the survey. I will say that Daphne made the process inspiring and fun. I wonder if anyone in the public felt it was repetitive?

Susan: The outreach was great. The data analysis was very poor.

Ryan: In terms of outreach- I did hear that people were a little tired. Mail survey results need to be further analyzed.

Michael: The report was poorly written and needs more work.

Nancy: Some lessons learned from Phase I- make sure the consultant has a clear understanding of the RFP, make sure the committee has a clear idea of its roles and responsibilities, and that there is a clear structure to the whole process.

Linda: For next time, I suggest a smaller committee. It was too large- there were lots of attendance issues. You never saw some people. I am still trying to figure out the whole process. Next time, the roles and responsibilities of the committee should be clearly identified up front.

Linda was asked and agreed to draft roles and recommendations for the next (Phase II) committee.

Roland: I was less involved than I would have liked to be.

Terra: My suggestion is to shorten the report.

Dick: The goals and objectives need to be absolutely clear. Not clear right now.

Leigh: What did the Phase I contract require? What are the deliverables supposed to be?

Kathy: Phase I results need further analysis. I am very concerned about a number of issues- the open-ended data for one was not entered or included in the results, so we don't know if the numbers are accurate. Have a lot of concerns with the level and quality of data analysis. I have provided full comments to Kristen and Planner's Collaborative.

Ann: I suggest we provide a list of what we need and a deadline. A list of action items, so we can move on. Should that come from Roland?

Bob: Someone should also check the contract.

Nancy: Generating a list of lessons learned would be helpful.

Ann: Next steps: there will be a Phase II- an RFP will be coming out. My understanding is that there will be nine members, 12 associate members, Roland to issue that RFP. I think it's safe to say this was a learning experience for all. E-mail Ann or Kristen if interested in Phase II.

Roland: The Phase II RFP will be a call to the greater community; the Selectmen will make the final selection. If interested, let me know by know by September 1. It will also be listed in the paper. Responsibilities will be policy, oversight, direction. Looking for a committee of worker bees. Committee members will need to put in time for events, set aside personal preferences and be open to the community sensitivities. The committee will also be a sounding board. We will draw up committee criteria. Time commitment will vary. Fall was the deadline for this Phase, don't know if it is going to happen. Looking at a 2010 Town Meeting Final Presentation.

Kristin: Phase II will still be Town-wide, covers everything from economic development to open space, housing, services, governance, etc. Need to understand choices.

Dick: Dissemination- when report results ready, I will help with media outreach. The Beacon, Action Unlimited. When it's ready. The draft report has a poor quality of writing- needs copy editing and polishing.

Kristin: We can do the banners again to announce when the report is available on the web. Can insert the Executive Summary in the tax bill if one page, but could get bumped depending on what else needs to be included. I also have some comments from Deb-. (attached)

Leigh: Important to keep it simple- a flow chart with the overall work process needs to be communicated. Could be on the backside of a one page summary.

Minutes taken by Kathy Acerbo-Bachmann

Hi Kristin,

If you're getting this email, it means I will not be attending the final meeting. I do however have a couple of comments I'd like to share with the committee.

1. I understand that there is a process to select a vendor for the next stage. However, I also believe that bringing a new partner on board for phase two, would be detrimental to the committee's timetable. It would require a "getting to know you and what you've done so far" phase that could take some time.
2. I fully believe that the committee was too large with too much dead weight. I know this is being quite frank, but if you're not going to work and come to the meetings, please excuse yourself from the process.
3. I think committee education didn't work. We were still trying to understand what exactly the process is, and how we fit into it, and whether or not we were done or would be moving to the phase together at the last meeting. However the committee ends up, and with whatever consultant, this needs to be addressed first and foremost. We cannot know our responsibilities if we don't fully understand the process and where it is going.
4. The second order of business for the next phase should be to review the previous master plan as a group so as to have a better understanding of both the completed document and how it is used and to know what didn't work in the past.

Thank you.