
Meeting Notes

**Walter
Cudnohufsky
Associates, Inc.**

BOX 489
ASHFIELD, MA 01330
PHONE: 413/628-4600 x14
FAX: 413/628-0117
E-MAIL: mbabize@wcala.com

Project: **Easthampton Master Plan**

From: Mollie Babize, WCA

Present: Master Planning Executive Committee
Stuart Beckley, Jessica Allan, Jessica Schwartz, Mollie Babize

Date: 3/28/07

Outreach

Invitation is prepared; Stuart will email 3/29 to Executive Committee asks for registration for Friday and Saturday events, child care, transportation and focus group of choice

Good press coverage Saturday – full two-page spread in Gazette

Flyers? Jess could prepare, Dave Boyle has interns who could post around town

Photos

Jess has received photos from Wendy Hammerle (re bike trail) and from the Open Space committee of Nashawannuck Pond and Mountain View Farm.

The Transportation/Energy committee has photos of the PVTA bus; looking for other ideas to represent their issues – PVPC has images of alternative energy efforts. May be able to get something off Michael Garjian's website. Images of dams good for micro-hydro ideas.

Jessica Schwartz provided a mock-up of the photo panels that PVPC will produce for each focus group (color-coded as suggested by the NCHROSR group), along with an explanatory crib sheet.

Housing committee promised photos by the end of the week.

In addition to the photo board, PVPC can produce one map for each focus group; they need to know by the 4/4 meeting (next Wednesday) what to highlight. For example, the Open Space+ committee has a map showing all of Easthampton's protected open spaces; the TES committee has requested a map showing traffic counts; Economic Development wants to show all industrial properties. Bring your request to the next meeting.

Facilities

Friday evening: talking with Will Bundy about space at Eastworks, possibly the large hallway; food may be catered by Blue Moon, depending on price.

Saturday at WBMS all set: will likely be catered by the WBMS cafeteria, possibly a bbq outside under the canopy; sufficient cafeteria seats inside to sit down and eat. Auditorium to be used for all large group sessions (morning before and after break-out sessions, and afternoon "town meeting"), and 10 breakout rooms selected that are not standard classrooms. Gymnasium suitable for active childcare, with sectioned off section (or possibly hallway) for the art project (creating a model mural of Easthampton).

Gallery to be in the front hallway; need to confirm number of tables required by 4/4 meeting. Registration to be there as well, perhaps at the north rather than central entrance.

Break-out discussions

Registration will give an indication of how many break-out groups will be needed per subject, given the recommendation to keep discussion groups at 25 people or less. Economic Development wants to have just one group, regardless of size. Not recommended since gives less air time particularly to those more reluctant to speak out, and there may not be a breakout room large enough for that, but we will discuss it.

Each subcommittee needs to identify at least two facilitators, with additional people as scribes to record all comments on newsprint. We may be able to get students to be scribes, but best if the facilitators are familiar with the topics. Facilitators to be identified by the 4/11 meeting, and come to the 4/25 training.

For the break-out discussions, each committee should identify 3-5 major issues they want to focus on. Don't shy away from controversy; we need to get a real pulse of public opinion during this discussion. Bring a draft vision statement, with the goal of ratifying or amending or expanding it, and moving toward strategies to accomplish that. More to be said on the 25th! Mollie handed out sample vision statements on various topics, along with the introductory section of the Portsmouth, NH master plan.

Next meeting and deadlines

March 30 th	deadline:	4-6 photos to jallan@pvpc.org for photo board invitations mailed
April 4 th	6:00 pm	All subcommittees meet (at WBMS) for an hour, followed by meeting of full MPC to resolve any questions.
	Deadline:	request for map for focus group reserve tables for gallery
April 11 th	6:00 pm 6:30 7:30	Executive Committee full MPC meeting Housing speaker
	Deadline	facilitators selected draft posters presented
April 18 th	deadlines	handouts for tables completed by subcommittees virtual tours (PowerPoint) completed pre-registration deadline
April 25 th	7:00 pm	facilitator and scribe training final (approximate) numbers to determine breakout groups
April 27-28 th		Community Planning Days
May sometime		Transportation speaker (proposed)