

**EASTHAMPTON MASTER PLAN COMMITTEE
MEETING NOTES
10-25-06**

1. ATTENDEES:

Consultants:

Walter Cudnohufsky, Walter Cudnohufsky Associates, Inc.
Mollie Babize, Walter Cudnohufsky Associates, Inc.
Jessica Allan, Pioneer Valley Planning Commission

Master Plan Committee (MPC) Members:

Mike Quinlan	Gail LaBarge
Christine Yarrío	Sue Walz
Janet Muzzy	Wendy Hammerle
Jackie Brousseau-Pereira	Fran Root
Jason Duda	John Bruner
Sue Bartone	Klara Grape
Shelly Bxxx-Lenn	Karen Stackow
David Boyle	Dana Salisbury
Tom Brown	Bill Canon
Mike Czerwiec	Arturo Solio
Jason Bachand	Greg Franceschi
Denise Riggs	Marty Klein
Julie Smith	Rebecca Pierik
J.P. Kwiecinski	Ed Quinn
Salem Derby	Chet Seklecki
Paul Duda	Melissa Zawadzki

2. MEETING NOTES:

Opening statement was made by Planning Board Chair Jason Duda, and the planning consultants.

A discussion was facilitated by Walter Cudnohufsky of WCA, who asked each MPC member to state their name, how long they have been a resident in the city, and what issues have brought them to participate in the master planning effort.

Jessica Allan of PVPC discussed the tasks and jobs of the MPC over the next 14 months. She emphasized that the consultants really see the MPC as a working committee, not just an advisory committee. The MPC will be responsible for drafting survey questions, assisting with the Community Planning Days, and developing Goals, Strategies, and Action Steps for each of the elements in the plan. The MPC will be broken down into subcommittees based on elements in the Master Plan. Each subcommittee will be asked to nominate a Chair, who will sit on the Executive Committee. PVPC prepared an information packet for all MPC members that has information on: Job Descriptions for Standing Members / Subcommittee Members, Subcommittee Chair/Executive Committee Members, and the Executive Committee Chair; MPC Tasks by Month; and Scope of Work and Timeline.

Mollie Babize of WCA discussed the public participation plan that was outlined in the scop of work, and facilitated a discussion on other public participation ideas that might work in Easthampton. Response from committee members was as follows:

- What about those who can't attend in person? Is there a way for them to provide input as well as keep updated via the web? (electronic survey? Bulletin board via list serve? A way to capture their comments)
What about phone banks? People will respond if asked
- Where does education fit into the focus groups? It seems to be missing
Need to incorporate youth (they played a great role in the visioning)
STRAT group, former Teen Power Alliance -- there are contacts
- There are those (and not just seniors) who do not have internet or don't use the web – how to be in touch with them?
Set up displays/terminals (?) at the library, in schools, at the family center, bank
Citizen Speak time before City Council
- Groups we don't want to ignore or miss:
 - Owners of small businesses, particularly minorities
 - Families of pre-schoolers
 - Town employees who don't live in Easthampton, or other employees of Easthampton businesses who live out of town
 - Town residents who work out of town and have little interaction with the City usually
 - People who come to Easthampton to enjoy the parks, the trails, the bike trail,
 - Modes of outreach:
 - Chamber of Commerce, EDIC – business survey
 - Arts Coordinating Committee
 - Religious institutions
 - Social service providers
 - Shoppers
 - Use our existing networks to expand outreach; a personal ask is most effective
 - Media: The Summit, a monthly update in a sidebar in the Gazette, ECAT to televise sessions and promotion, perhaps include the survey several times as inserts?
 - Story-telling days: set up sessions specifically with elders to tell stories of Easthampton, incorporate that into the walking tours.

A discussion was then held on the proposed Master Plan Subcommittees. MPC asked to revise the following subcommittee assignments to the following:

- Housing
- Economic Development

- Natural, Cultural and Historic/Open Space and Recreation
- Energy/Sustainability & Transportation
- Public Services & Facilities/ Education/ Infrastructure
- Land Use: to be assembled later, once the other five subcommittees have identified land use issues; in the meantime PVPC will provide information on current land use patterns

The final task of the evening was for members to assign themselves to a subcommittee. Once subcommittees were formed, each subcommittee nominated a chair, a vice-chair, and a recorder. Contact information was collected for each subcommittee, and will be made available to the full MPC.

3. NEXT STEPS:

- Monthly meetings to be held on the 2nd Wednesday of every month; place to be determined (possibly the Senior Center).
- Subcommittee meetings could start an hour earlier on the same evening; all subcommittee meetings need to be posted at least 2 days in advance – get information re day/time/place to Stuart in advance.
- Give Stuart the list of who is on each subcommittee, and who is chair/vice chair/recorder.
- Need to develop questions for the survey – survey to go out with census which is schedule to go out around 12/1.
- “Planner on a Disk” to be the focus on the next workshop, on November 8th. Place to be determined. Those who cannot make it are invited to take a copy and watch it at home. Interactive program.
- Assignments: read relevant materials in the binder, including summary of goals and objectives handed out tonight; recruit additional members to those subcommittees with just a few volunteers;
- PVPC will look into creating an online discussion forum; will get the website up and running; begin planning for “kick-off” event, and begin data collection.