

## **CCPC Meeting Minutes:**

**Date: July 14, 2010**

**Location: Town Hall, Faulkner Room 204**

**Meeting Started at 7:00pm**

Committee Attendees: Margaret Woolley Busse (Chair), Jim Snyder-Grant (Vice Chair), Sahana Purohit (minutes taker), Susan Benson, Dean Cavaretta (appointed full member for the night by Margaret), Bill Marathias, Roland Bartl, Kristin Alexander

Observer: Demetri Papathanasiou

Absentee: Celia Kent

Visitors from Planner's Collaborative (PC) who joined the meeting at 8:00PM: Jim Purdy, Brian Barber, William Giezentanner (Bill), John Hershey

Introduction by Margaret: Talked about agenda and to formalize/designate officers. Only officers needed are Chair and Vice Chair. Everyone to share taking minutes of the meeting. Margaret nominates herself as Chair; no other nominations, Jim moved to elect Margaret as Chairman, the nomination, Sahana seconds, all voted in favor. Margaret moved to elect Jim as Vice Chair; Sahana seconds, all voted in favor.

Susan moved to approve the 6/2/10 meeting minutes, Sahana seconds. Motion passed unanimously.

Roland- What is important is that we need to have the agenda 48 hours before the meeting according to the new Open Meeting Law. We will add all relevant documents to docushare.

Kristin to add list of documents to the meeting minutes.

Margaret asks to send links to all and Susan asks for hand outs to go out before.

Margaret- About meeting protocol and Robert Rules of Order or variations of that. Asks if we need to vote on that.

Jim- We don't necessarily have to follow Robert Rules of Order.

Margaret: The charter language, which Jim sent was very good. She sent it to Lauren Rosenzweig Morton. Lauren could not get it in on the Board of Selectmen (BOS) agenda for the last meeting. Lauren will support it which will go on the next BOS meeting agenda. Discussion moved on to committee name change.

Margaret: Planning Board needs to approve the name.

The committee comes up with a few names - Planning Council, Acton Future, Long Range Planning, Master Planning Committee and Acton 2020,

Roland- Going with more than one word will end up with acronym. Suggests Acton- Today Tomorrow Together which was used as the logo in the Acton Outreach Phase 1. He also says if we go with this, it might reduce the cost of redoing the banners.

The final two names that were contenders were: Acton T Three – Today, Tomorrow, Together and Acton 2020

Margaret will recommend these at the next Planning Board meeting.

Margaret- Updates on the liaison from the finance committee. The finance committee suggests that for now to send them the minutes of the meeting to keep them up to date and someone from the committee may show up sporadically. May be from September after schedules are in place, there might be a member who will join us for the meetings.

Moving on to discuss Data Availability and Format Requirements: Jim to send out/ forward email to the group about meeting notes with Mark Hald.

Jim: Any broad data files can be stored internally in docushare. Asks Roland to create a new folder in Planning Board docushare.

Roland: Kristin has already done that but has to change the name on the file once it is finalized.

Jim: Regarding web space, we have a lot of options. We need to create an external website. External GIS, couple of issues adding new data. It is expensive as the charge is by the hour. There is no way for public to access data; no easy way. Mark Hald says for internal system one of the committee members can go in and extract data then make it publicly available. He has a few questions for Jim Purdy and will email him about the same.

Roland: He will get the website changed to 'Acton T3' which will also have a link to Acton Outreach. The acton Outreach website has been maintained by PC.

Margaret: Talks about the list of town data being worked on by the EDC. Compiling resources and data in a word document.

Roland- Will have a conversation with them regarding the complaints of data gathering.

Dean: what's their motivation?

Margaret: They are independently trying to gather data for the purposes of their committee.

Kristen: It's ridiculous going from site to site to look for data.

Margaret: May be we should show Dick Callendrella what is going to be requested in the inventory piece of work, what we should add which will be useful- to have input and not have time wasted. She is happy to call him and talk to him.

Roland: PC can do their work of collecting the data. EDC can then go through the data and then see what else they need to fill in regards to demographics and other things.

Margaret asks Jim to contact them as he has been working on this.

Dean: We respect his differentiated opinion. For the benefit of plan we go first since we are in this together.

Margaret: I called Brandy Brandon and said will share his comments with the other members and PC. We are all aware that we are a small group and should be more effective.

Bill: Consultants are also aware of the concerns which is a good thing.

Susan: Asks Sahana to explain Brandy Brandon's comments so all are on the same page.

Sahana: Yes, good idea to discuss in detail the concerns of Brandy Brandon.

Margaret: Kathy Acerbo-Bachmann offered to be an auditor at certain points along the project.

Planner's Collaborative joins the meeting.

Introductions

Item 7- Agree on Communication between committee and Planner's Collaborative-

Jim Purdy- He likes to be available with no strict process. He will be fine with anything. He says to send communications to him and Jim in turn will pass it on to other team members.

Margaret- Reminds all of open meeting law where we cannot have discussions but can send questions.

Roland- Consultants can answer the questions but committee cannot discuss the answers.

Jim Purdy- He is quick in responding to emails unless he is travelling. If there is a problem let's try to nip it in the bud and not let it grow. Especially if emails are sent to individual consultants, they can be pulled in different directions and hence prefers emails sent to him which he can forward to other team members.

Committee – Committee members should contact Jim Purdy directly and copy the rest of the Committee on the correspondence. Staff and PC should copy Margaret on correspondence.

Margaret: Moving on to item 8 asks PC to dwell deeper so the committee has a better understanding of what we are responsible and what PC is responsible for. She tells them about the name changing & will let them know.

Jim Purdy- Talks about the scope of work that has been edited in the hand out 'Comprehensive Community Plan Roles'

Margaret- We are more than helping access the community. We should be an active part in formulation of plan and the success of plan.

Jim Purdy- Outreach was put in to evolve ideas to present plan to rest of community. What if I take it out of the paragraph and add to bullet to formulation and execution.

Roland- Bullets below are trying to fill in and explain.

Susan- We should have direct responsibility and not just be reacting to situations.

Bill- we should provide direction

Jim – provide strategic direction

Dean- end of the day if we are representing the town, we are in fact making statement on towns priorities.

Margaret- Once we come up with the right prioritization, our first outreach should be in October.

Jim Purdy- Plan workshops, design strategically and after we have heard we can assemble and digest.

Margaret- We are directing process strategically and not just reviewing. Looking forward to the inventory done.

Jim – Comfortable with everything, scope of work, working with groups is a powerful notion but needs to be understood. Here committee will be helpful.

Roland- Planning dept is the day to day contact for the committee and consultants with the other town depts.

Jim Purdy- The committee should take an active role in directing the course of the plan. He will redraft and send to Roland.

Terra Friedrichs- In her opinion, the less surprises for executives, the less disruption.

Margaret- next item concerns the email that was sent. This emerged after PC was approved. Felt it was important to send so they understood. We all need to be aware of data integrity.

Sahana to Jim Purdy – would be helpful when you analyze the data & make inferences, to provide the statistical method used.

Presentation of Data:

Among the choices presented by PC, all agreed upon a poster which would have the executive summary followed by some important facts/data. This would overall be relatively concise, readable and less expensive. Would have key things emphasized, more powerful and graphically seen. The web would contain all the information in detail for anyone to reference.

Margaret- Moving on to Project schedule: (referring to the handout -Exhibit 2 provided by PC)

Jim Purdy- The calendar goes into early 2011. We needed to work around holidays. Red diamonds indicate major workshops and below are meetings with committees and depts. What we will be doing in the next 3 months is inventory and analysis- identify issues, opportunities on what data reveals. Look back at phase 1 and get vision and goals. Work on potential actions. Brain storm and challenges to actions. We then go back the loop second time and organize by theme. End with some kind of consensus, turn action plans for town, from broad to specific. We then end by revising to circulate and distribute. It's a straight forward process.

Margaret- looks good.

Jim – We have to understand the cost concerns

Jim Purdy- Refine recommendations – we start there. It means to evaluate cost in the first pass. Get ball park amounts. This is enough for planning purposes.

Roland- Having early cost estimates will really help. Everyone wants to know costs.

Sue- How is cost analysis done? If we do not prioritize things how can you put cost estimates.

William Giezentanner- We look for comparable situations.

Roland- We might run into scheduling problems. Things can get crazy during holidays and what if half way through, we find out we cannot make the schedule?

Jim Purdy- Extending in time but not in work is not a major issue for us. In spring we really have a tight schedule.

Roland- We should stick with this schedule. If longer than 10/11, we are not going to be ready for town meeting. All details should be finalized by December 31<sup>st</sup>.

Moving onto item 12 – Inventory and Analysis:

Jim Purdy- We acquire data on paper, specific questions particularly addressed to boards and commissions. Roland will request town managers to request for data they may have and fill in the gaps. In the first phase we had more than one department round table. This is a good way to get issues and specifics. Turned into a cluster of meetings.

Brian Barber- I will use Claritas for business and economic data.

Margaret- All this happens in the first 3 months. All categories of master plan elements MA Statute (MGL Ch 41 S 81-D) Plan to get all dept heads own inventory – comprehensive list. Roland has a link to that. Let's be efficient with money and dig deeper on things based on what we figured out. Next meeting, top discussions for us. Reread the report and understand what is required.

Roland- We can give preliminary guidelines and nothing more. Everyone in committee should familiarize the outreach report and give feedback to PC.

Roland to send out email regarding the previous information request to departments and committees.

Data Format:

Jim Purdy- Excel files are preferred. Real databases are impossible to read unless you really know how to use it.

GIS- conventions, graphic standards, all mapping will be on GIS which can be layered on top of what town has. One can view them fairly cheap. People have access to this but cannot change the data.

William Giezentanner - DocuShare GIS file can produce maps easy to use and add from MA GIS. We can produce layers perfectly compatible with the towns. Example a map of natural resources on GIS, PC can export it as an image as well as a report.

Jim- can we export to a file where public can view?

William Giezentanner- we do not have a lot of experience.

Roland- Bill and Jim will look further into that.

Item 13- Potential Agenda for public workshops:

Jim Purdy- We need to agree on the right program. Have background briefings with presentations. Dealing with sustainability on the first agenda can be tricky topic. First workshop will talk about emerging vision and goals. Get confirmation and also talk about the inventory. Have exercises on what the issues mean to people. Then build this up into 2 big segments.

Sue- This has to be done in the 3 hour time frame. In phase 1 it was 2 ½ hours. Need to have only so much worth of content or else it becomes too much.

Roland- We'll have documents and prepare well ahead of time. It's not enough just letting them know the time but should also materials and emerging goals. Even though it will not be in a finished form, people need to look on docu share and the web. We will get the right kind of info from people if they have looked at all this beforehand. Need to advertise the url and not just rely on meetings.

Jim Purdy- Plan workshop sometime in October and not long after Labor day. We don't need to pin down the venue but the day.

Roland- The more preferred day would be a Wednesday.

Margaret- The next committee meeting with PC would be September 8<sup>th</sup>. Wednesday, October 20th for the workshop. We will wait until September to get the word out and publicize.

Roland- Let's go back to the workshop agenda. The break up time for presentation and also committee needs to have enough volunteers and resources

Jim Purdy- Presentation will just be for 10 minutes or the inventory can go on for a long time.

William Giezentanner- Most important data is given to the public.

Kristin- Will call the volunteers who helped out in phase 1 and ask to help out.

#### Next Steps-

Discussion of Inventory Analysis PC is working on.

Structuring the sub committees and how best to utilize them.

Setting up of website and blog

Discussion of Brandy Brandon's comments

Preparing for community outreach

**Meeting adjourned at 9:50 pm**

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