

Amherst Village Strategic Plan – Steering and Outreach Committee Meeting

MINUTES

Wednesday, December 10, 2014 6:30 – 8:30 pm
Community Room – SAU 39 – Brick School

Attendees: Amily Moore, Amy LaPointe, Bruce Berry, Camille Pattison, Chris Buchanan, Chris Janson, Colleen Mailloux, Liz Larson, Jamie Ramsay, Ken Miller, Marie Grella, Mark Reams, Mike Akillian, Rick Crocker, Tori Burke, Tracy Hutchins, Al Patnaude, Will Ludt

Upcoming Meetings: January 12, 2015 at 6:30 – 8:30 pm; (2nd Wednesday of the month)
Community Room – SAU 39 – Brick School

Topic	Notes
<p>Outreach Committee Report</p> <ul style="list-style-type: none">Report by committee members on their recent outreach events.	<p>Recent events – Amily held a tea at her home and also spoke to the Amherst Mother’s Group and the Preschool in the Village Board.</p> <p>Top issues are traffic, noise and speed. Main themes included:</p> <ul style="list-style-type: none">Traffic, safety, police presence during school pick up and drop off.People moved here because of the Village – they appreciate it as a resource.Moulton’s – it could become a bigger hub.Additional recreation / destinations in the Village; more walkingFolks from outside the Village were not interested in spending town money on the Village.You can walk in the Village, but how do you get to the Village without driving?Want to preserve and enhance the Village. <p>At the public forum Colleen facilitated the discussion, Tori Burke took minutes and Amily and Mike were in attendance. It was suggested that any future forums should start by framing the discussion and having people state their names and address when they choose to speak rather than using up a lot of time at the beginning with introductions.</p> <p>Tori Burke suggested making sure that all future communications are easy to understand and free of excessive technical phrasing. A focus needs to be placed on how the project is discussed to prevent it from being perceived negatively.</p> <p>Main themes included:</p> <ul style="list-style-type: none">People love the walkability, community aspect, historic feel.Law enforcement and police presence is needed.Don’t want change, just improvements.

Outreach Committee Report
(continued)

- Report by committee members on their recent outreach events.
- Review of future outreach events.
Tori

Ken and Rick met with the Recreation Commission. Rick has also spoken with people outside of the Village. Initial feedback included not spending money in the Village.

Completed outreach events:

- Recreation – Rick Crocker
- Junior Women’s – Amily Moore
- Preschool in the Village – Amily Moore
- Amherst Mother’s Group – Amily Moore
- Lions – Sean Gaffney

Future events:

- Souhegan Chamber – Tracy Hutchins – January. will coordinate with Steve Yurish and invite business owners.
- Garden Club – Tori Burke
- Congregational Church - Amily Moore
- Safe Routes to School – Bruce Berry
- Friends of the Library – Liz Larson December
- PTA - Liz Larson December
- Questers and Nipmugs – Liz December
- Amherst Sports Clubs – Liz Larson
- Town Events – Craig and Marie Grella
- Parkhurst Place – Chris Janson
- Conservation Commission – Colleen Mailloux January
- Village Businesses – Steve Yurish
- School Boards - Chris Janson January 22
- Heritage Commission—Will Ludt
- Historic District Commission—Jamie Ramsay
- Planning Board – Colleen Mailloux

House Events Completed

- Al Patnaude
- Amily Moore
- Steve Yurish – Village Businesses

Future House Events

- Gordon Leedy
- Chris Janson - January
- Mike Akillian - January

<p>Outreach Committee Report (continued)</p> <ul style="list-style-type: none"> Review communications plan and assign remaining tasks. <i>Chris Janson</i> Project website overview. - <i>Mike</i> 	<p>The Communications Plan is intended to guide both internal team communications and external communications with the public.</p> <ul style="list-style-type: none"> Need to schedule another public forum in January. Should consider having another article run in the Citizen. Need to reach out to the Patch again and see if they can run an article. Need to increase visibility about the project to the general public. Chris Janson reached out to the schools about advertising the survey or ways to get kids involved and get input. Suggestion to develop business card project fliers. General consensus that it would not be beneficial to hand out project info at busy town events. Need to develop a one-page slide for community access. The library could display a nice project poster on foam core at the library. May be beneficial to talk to Cliff Ann about editorials versus articles. <p>Project Website</p> <ul style="list-style-type: none"> Mike gave an overview of the project website. Need to add project information/timeline on the bridge under a Public Safety heading. Final design is complete and bids have been received. Construction to begin in May. Add any Safe Routes to School updates. The Town will receive notice in February if the proposed sidewalk project extending from the High School to the Homestead receives funding. Include information on burying utility lines; Historic District designation paperwork; link to the Master Plan; and 1998 Amherst Community Profile.
<p>Data Analysis - <i>Camille</i></p> <ul style="list-style-type: none"> Review the survey results. Start to identify categories for further analysis and related working groups. 	<p>Based on the information obtained to date, committee members need to start thinking about common themes and categories to group or sort data into.</p> <p>A potential way of grouping data:</p> <ul style="list-style-type: none"> Category 1 – deserves substantial attention Category 2 – only minor changes/tweaks needed Category 3 - works pretty well – leave it as is
<p>Architectural Lighting - <i>Chris B</i></p> <ul style="list-style-type: none"> Status update. 	<p>The timing didn't come together to organize the temporary lighting display at the Tree Lighting event. Both Lexington and Bedford, MA have examples of architectural lighting. Will research and create a list of other communities with architectural lighting.</p>

<p>BETA Mapping Tool – <i>Camille</i></p> <ul style="list-style-type: none"> Present the BETA mapping tool from NRPC and discuss if and how this tool could be useful to the project. 	<p>Camille shared the mapping tool with the group and the general consensus was that this tool may have use later in the project within the team, but not at this time.</p>
<p>Follow Up Items</p>	
<p>All Committee Members:</p> <ol style="list-style-type: none"> Continue to distribute information about the project; host or coordinate a house event; obtain input at a committee meeting; distribute postcards and project flyers; encourage completion of the electronic survey. Begin identifying categories to group input and sort data into. 	
<p>Mike – Will add suggested information to the webpage.</p>	
<p>Chris B – Will research and create a list of other communities with architectural lighting.</p>	
<p>Will Ludt – Develop an annual calendar of events that bring people into the Village. Work with Marie Grella and Craig Fraley to meet with event organizers to gauge which events might need support and whether any new events should be considered.</p>	