

## MINUTES

### Master Plan Steering Committee

TOWN OF PETERBOROUGH

Wednesday, January 8, 2014 – 5:45 p.m.

1 Grove Street, Peterborough, New Hampshire

**Members Present:** Sue Chollet, Alan Zeller, Ivy Vann, Beth Alpaugh-Cote and James Kelly

**Staff Present:** Peter Throop, Director and Laura Norton, Administrative Assistant, Office of Community Development and Seth McClain, Intern

Invited Participants: John Trautwein, Hope Pettegrew, Bob Pettegrew, Tyler Ward, Swift Corwin, and Dan Reidy.

#### Statement from the Chair:

Chair Chollet noted “it is 5:45 and I do like to start on time.” She explained the Master Plan Steering Committee would open their meeting to approve the Minutes of their last meeting “and then we will close that and open up the Planning Committee meeting.”

#### Minutes:

A motion was made/seconded (Zeller/Alpaugh-Cote) to approve the Minutes of December 11, 2013 as corrected (typos) with all in favor.

A motion was made/seconded (Vann/Zeller) to close the Master Plan Steering Committee meeting with all in favor.

Chair Chollet began with “I guess now we can be a little bit less formal” adding “I am Sue Chollet and I would like to welcome you to the meeting tonight and appreciate your willingness to accept the work before us.” She asked each participant to introduce themselves with a brief biography and what they might offer the group. At the conclusion of the introductions it was evident there was an admiration for the town of Peterborough. Some had grown up here, others moved here to raise their children and still others who chose to retire here. All were curious to see what direction to take to preserve the heritage, culture and personality of the town while moving into the future. Chair Chollet summarized with “I am crazy about the town of Peterborough and it means a lot to me that the planning process is on a thoughtful, visionary and realistic level.” She thanked the

Planning Committee once again noting “I am amazed and delighted you are here. This is a very exciting project we are embarking on.”

Chair Chollet gave a brief history of how the Master Plan provides a foundation and plays an important role in guiding town decisions, budgeting processes and land use. “A big proponent of that is the Vision and Goals Chapter, which serves to direct the other chapters to assist us in seeing where we *were*, where we *are* today and where we *want to be* in the future” she said.

Chair Chollet then turned to the packets each member had received. She noted an Agenda, a copy of the 2003 Master Plan and a Forum Planning Committee Task List & Timeline. She noted the first task was *Getting Organized* and noted “that is pretty much what we are doing here tonight.” She reiterated the Master Plan was an ongoing endeavor “maintaining an ongoing status by writing and re-writing chapters to be approved by the Board of Selectmen.” Chair Chollet went on to explain that while the Master Plan Steering Committee was embarking on a re-write of the Economic Vitality Chapter “we stopped and thought *wait a minute*, we need to look at the Vision Statement Chapter from 2003 and determine whether or not the growth and development objectives and goals are the same.” She gave the visionary example of Peterborough becoming the economic center of the region. “We have not become that” she said adding “that for a variety of reason did not happen. So now we have to decide what we want. We need an overall visioning session, things have changed so much on the national, state and local economies. We need to relook at where to go from here.”

Chair Chollet noted “we will be the core planning group” adding “it is our job to plan the process, not jump into the planning itself.” She noted the members needed to arrive at what would give the most credible and productive end product that would reflect what all demographic groups in town want. “We need to plan a process that will result in a visioning chapter that is going to make sense for the town, that is realistic of what the townspeople want and have it be the anchor for ongoing future planning” she said. She concluded by noting “other Boards will know about this chapter and use it as a basis for their work.”

Chair Chollet explained the Forum would take place at the ConVal High School on April 11<sup>th</sup> (a Friday evening) and April 12 (Saturday 8:00 a.m. to 2:00 p.m.). She noted that while each Master Plan Steering Committee member would most likely have a job on those days “we will also be doing the work to market the visioning meeting.” She went on to note that once Mr. Reidy (from the UNH Cooperative Extension, and responsible for guiding the Committee through the design process and facilitating the Forum event) reported back with the results of the data

collected “we can review and summarize as necessary and then go out to the various groups (Rotary, Lions, Kiwanis Clubs) and discuss it with them before it becomes the new chapter.”

Ms. Alpaugh-Cote noted the Forum Project has three Co-Chairmen (Chair Chollet, herself and Ms. Olenik). A brief discussion about the need for a Chairman for the Planning Committee followed with the consensus being the need was there and that position would exist.

Mr. Pettegrew asked about the components of the existing Vision Statement and if any of the 2003 document was still current. Mr. Throop replying “yes and we will go over that as part of the planning process.”

In reference to the goal of Peterborough being the economic center of the region Mr. Zeller stated “we may not be the economic agent but we have the presence” adding “we have the *Peterborough Players, MacDowell Colony, Monadnock Music, The Maraposa*. There is always something going on at the Town House, there are a lot of great things here.” Mr. Ward interjected “I agree” adding “we also have the *Broke Art Fair* and *The Thing in the Spring*.”

Mr. Trautwein asked “how much of this involves looking back to the previous Master Plan and doing an honest assessment of the goals?” He asked if the Planning Committee was going to address things that never happened or step in with a new set of goals. “I guess I am asking how to gauge where the community is now” he said. Chair Chollet replied “we are at the beginning, putting this Committee together was our first step.” She went on to explain that the Committee would summarize and present the 2003 Vision and Goals Chapter and what had been accomplished, adding “the idea is not for us to set an agenda or address certain goals from the 2003 chapter, it is more to get the idea of *this is where we were* so we can look at where we are and what does the town want for the future.” Mr. Trautwein asked have you looked at how accurate or not we were in 2003? Have you done that yet?” Mr. Reidy relied “no, that is coming up” with Chair Chollet adding “we want you in at the ground floor” reiterating “it is not our agenda to try to find out what is best for the town of Peterborough, it is to get the people of Peterborough talking about what they want.”

Mr. Throop told the Committee “we have a 3-month plan to recruit participants and entice them to show up, sharing what they value and their aspirations for the future.”

Mr. Throop reviewed the Task List and Timeline which consisted of the categories of **Getting Started, Marketing/Promotion/Publicity, Participant Recruiting, Program Development, and Logistics**. “It maps out what needs to be done in the next few months” he said. A brief discussion about the 2003 Vision and Goals Chapter followed with a look at what was accomplished, what has happened and what was not anticipated (the economic/housing downfall).

The members reviewed the rest of the Task List with Mr. Throop who noted “the idea is to start the process of generating awareness in the community that we are undertaking this project. It is important to let everyone know why we are doing this and that they have the opportunity to participate.” Mr. Throop reiterated the importance of gathering broad input from all demographics of the community. He noted a direct personal invitation often worked best, but encouraged phone calls, notes, letters and emails as well. Mr. Reidy noted a Forum size of 100-150 should be expected. Ms. Vann questioned the idea of a pot-luck supper for the Friday evening portion of the event. Mr. Reidy replied “typically it has been pot-luck or a big spaghetti dinner.” Ms. Vann volunteered to organize the meal that night if the other members agreed to it. “That is a decision for the Committee to make” she said.

Mr. Reidy went onto give a brief synopsis of what the Forum would include and how it would be run. He noted the most important item was the general publicity and getting the word out. The members briefly discussed advertising the Forum with *save the date* postcards and posting on the Town website. The members then reviewed the Task List and Timeline by category. Chair Chollet noted the importance of town staff support and participation. “They will take on the heavy lifting” she said. Mr. Throop noted Laura Gingras was not able to participate in the Committee itself “but she is very excited about the helping with recruitment, she has a broad network that she will encourage to attend.” He went on to say that many others who were not able to participate on the Committee “are very willing to put the word out.” Mr. Ward asked if the participants had to be residents of the town with Mr. Throop replying “residents, business owners, and employees in the town would be welcome” adding “people who have a stake in the town. We need to keep in mind that we don’t exist as an island.”

Chair Chollet suggested the members review the Timeline and “get a general sense of what appeals to you.” She noted Logistics could be largely staff effort (handling details and event set-up) “but you also have things like child care, meals and transportation” she said.

Mr. Throop interjected two things in the front of his mind were identifying key individuals to ensure a broad cross-section of the community is represented and how to recruit people. “This is an all-welcome inclusive event” he said. Ms. Vann suggested they contact the local newspapers and get started on a *save the date* postcard “so that when we call they will have already seen something about it” adding “start broad, let people hear about it and go forward from there.” Mr. Trautwein asked “in one sentence what do we say we are doing and why people should come?” A brief discussion followed with Chair Chollet concluding “the purpose of the Forum is to get input from a wide variety of people connected with Peterborough to talk about the direction the town should go in on many different levels.” She went on to note economic considerations, housing and historical resources. “What do we want to see in our future?” she asked adding “this is the start of putting together the new Vision Statement for the Master Plan.”

She went on to note “respect for the Master Plan within the community has grown. People talk about it, quote it and misquote it.” She told the members it was being used more and more by Town Committees and the Vision Statement is the basis of revising the Master Plan. Mr. Trautwein asked for clarification on the objectives not accomplished in the 2003 goals. “Where things unachieved or ignored because they were not gotten around to? Were they too hard? He asked. He went on to express his wonder about (not) what they would be hearing at the Forum “but what we are not hearing.” He noted some aesthetic views and vistas of town “that there is not a lot of talk about” but “we could enhance what we have and in some cases reclaim what we used to have.” Chair Chollet replied “that is why you are here” adding “it is your job to get *those* people into the room. Yours and Swift’s job” she said. Chair Chollet also noted the facilitator training that would take place. “Our job is to have strong people in the room who can facilitate in such a way that the quiet as well as the loud voices are heard.”

The members went on to briefly discuss the messaging to use to compel people to attend with Chair Chollet adding “and also who is not in the room that needs to be here.” Mr. Trautwein noted demographic shifts and how they were a huge part of why life in town is changing. “It is a huge part of economic vitality and what we are talking about here” he said. Mr. Corwin agreed adding “ten years is a short time but a lot of things have changed.”

Referring to the Task List, specifically Program Development Mr. Kelly read the task of “developing guiding questions identifying information we are looking to capture and how the information will be used.” He looked up saying the due date on this is March 19<sup>th</sup> and asked “shouldn’t this be January 19<sup>th</sup>?” Shouldn’t we start

with the specific content earlier?” It was noted that the task would begin immediately with the goal of being completed by March 19.

A brief discussion about the timetable followed with particular discussion about the *save the date* postcards and newspaper postings. Mr. Trautwein noted the Dublin’s chalkboard right on their rotary that is updated to announce town information or community events and suggested something similar be done in Peterborough. Chair Chollet immediately replied “a banner would be great” adding “we need to stay out of the weeds tonight but that is an item for the Marketing Committee.”

Chair Chollet went on to poll the members as to what Task Force they would like to a part of. As she went around the room each member replied as follows:

Ms. Alpaugh-Cote – Logistics

Mr. Trautwein – Logistics

Mr. Corwin – Recruitment

Mr. Ward asked about being a floater with Chair Chollet replying she thought he would be best suited for Program Development. Mr. Ward agreed.

Mrs. Pettegrew – Marketing

Mr. Pettegrew – Recruitment

Ms. Vann – Program Development

Mr. Kelly – Program Development

Mr. Zeller – Logistics

Chair Chollet concluded by noting “I choose Program Development but I am happy to move to Marketing if I am needed there.”

Another brief discussion about getting pertinent information out before key people were called followed. Mr. Throop also noted live presentations to service groups and phone trees were options. Mr. Trautwein once again expressed his concern about the unattained goals of the 2003 Vision Statement. “Where do we identify those things we did not meet after 2003? He asked adding “where are we going to hear those voices that are not here. The ones that could enrich the town or bring back flavors the town used to have?” Chair Chollet answered “that would be good for Program Development to talk about.”

Ms. Alpaugh-Cote suggested talking to High School students to ask them why they are not staying in town after graduation “and what might bring them back.” Mr. Ward noted there were several other schools in the area (The Well School, Mousntan Shadows, Cobb Meadow School) that should be considered that were

not on the list. He also cautioned the members about too much change “we don’t want to be a Nashua or an Amherst” he said.

Chair Chollet noted the importance of including young families in town as to what they want the town to look like in 20-30 years.

Mr. Throop briefly reviewed the meeting schedule with Chair Chollet noting the focus of the first hour of the meeting should be the smaller groups and reporting back to the entire Committee. She also noted meeting outside the scheduled times or working on individual assignments may occur.

Chair Chollet asked if there were other people they should be recruiting with several suggestions from the members including Laura Hanson, Audrey White, Mike Henry, Dan Holmes Ruth Holmes, Rick Hance, Tim Selby, Ed Henault, Monica Ripple, Scott Swanson, Tina Kriebel, George Achille, and Keri Wiederspahn. Mrs. Pettegrew noted having a High School student (one involved in student government or the Interact Club) on the Committee would be a good idea with the other members in agreement.

Mr. Throop offered another meeting next Wednesday (January 15, 2014 at 5:45) to bring those unable to make tonight’s meeting up to speed before their next scheduled meeting on January 22<sup>nd</sup>. He also noted Margaret Nelson from the River Center would *not* be able to participate, but wanted to stay informed.

The meeting adjourned at 7:35 p.m.

Respectfully submitted,

Laura Norton  
Administrative Assistant