

MINUTES

Master Plan Steering Committee

TOWN OF PETERBOROUGH

Wednesday, February 26, 2014 – 5:45 p.m.

1 Grove Street, Peterborough, New Hampshire

Members Present: Mose Olenik, Sue Chollet, Beth Alpaugh-Cote, James Kelly and Alan Zeller

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

Planning Committee Present: Dan Reidy, Audrey White, Tyler Ward, and Bob Pettegrew

Co-Chair Olenik (Ms. Olenik) called the meeting to order at 5:45 p.m. noting “I believe we all know each other so there is no need for introductions” adding “we’ll start with updates from Dan and Peter.”

Food:

It was reported that currently the “District Policy” for the High School is not to allow use of the refrigeration or oven units in the kitchen. Ms. Chollet has contacted Principal Brian Pickering to follow up. It was noted that an alternate plan would be to instead provide pizza, salad, and dessert for the Friday night session. Saturday’s plan would be to provide bagels and cream cheese in the morning, deli roll-ups, fruit and desert for the luncheon. Beverages would include coffee, tea, and water. Quotes relative to budgeting for food and beverages are being worked, and the budget is currently being established.

Childcare:

It was reported that a locally licensed daycare provider was contacted and might be willing to provide their services. It was also noted that the school could not allow their students to volunteer daycare services for the event because of liability issues. Also noted was that the town must attach a special insurance binder for childcare for the event if childcare services are to be provided. The members agreed to evaluate the RSVPs (which ask if childcare will be needed) and determine action by April 2nd. Ms. White suggested contacting the River Center as well, and staff said they will follow up on this.

Website:

Mr. MacLean reviewed the website updates which included a real-time review of how to use the online RSVP process in with the members in attendance. Mr. Throop elaborated that an objective of having an “*affiliations*” question on the RSVP form “is to ensure that forum attendees represent the broad demographics of the community”. This affiliation category currently lists *civic groups, resident, business owner, employee of a town business, recreation/arts groups, and other*. Participants are asked to check all that apply. A brief discussion about the necessity of the category followed Mr. Throop’s comments, with suggestions about perhaps framing the category in a different way. Mr. Pettegrew noted, “one way or another this information is necessary for strategic and planning purposes” adding “this is vital information, we need to emphasize taking a moment to fill it out”. The members agreed that the term *interests* represents a better choice of language than the current use of the term *affiliations*. Ms. Chollet also noted her concern for a balance between two major groups of business and environmental, noting that “the goal is to collect ideas that are represented by both groups, ideas that and are somewhat balanced, while at the same time keeping it as simple as possible.”

Mr. Zeller asked if the members should complete the RSVP as well. Mr. Reidy replied, “yes, for your information and food requirements”. Mr. Zeller also suggested an idea about offering the opportunity to win a door prize by signing up electronically. “What a great idea, way to go Alan” replied Ms. Chollet.

Mailing:

Mr. Throop reported that 4,000 copies of the postcard were being printed with an anticipated amount of 3,610 going directly to residents and businesses. He noted the process was being done by a local mail-house facility, and that the postcard would be mailed on March 14th to be received by local mail patrons on Saturday, March 15th. A brief discussion about the timing of the mailer followed with Ms. Olenik concluding that a month in advance was the most appropriate time for the mailer to arrive in mailboxes; “It will give us more time for planning and allow people to get this on their calendars early” she said. Mr. Ward asked if there were any other known conflicts with the April forum dates. No conflicts of substantial impact were cited.

Posters:

Mr. Pettegrew reported the status of the poster for his wife who was at another engagement. He noted a draft existed and that a final copy should be expected by

the middle of next week; the first week of March 2014. Mr. Pettegrew then suggested they use the PDF being used on the website for the poster, adding that “it (the current poster) is very attractive”. Ms. Chollet reiterated the effort to engage with the student population by partnering with a young local artist, noting that this as a “good backup, though.”

Banner:

It was reported, that after researching quotes from local and national companies, Sterling Business Services would be creating a 4’x16’ vinyl banner to be hung outside the Town House for \$177.00

Forum Agenda:

A draft agenda for the April event was distributed to the group in attendance, with the hope that it be reviewed at the end of the meeting.

Data Analysis:

Mr. Throop explained that he and Mr. MacLean are compiling demographic, and other community based data that will be used in presentations and posters during the event in April. He also noted that the Heritage Commission had requested being a participant in the historical presentations on the Friday night of the forum and that Tyler Ward could provide more detail relative to this subject. Mr. Ward noted that Mr. Grant’s presentation does a fantastic job of showing the history of Peterborough, “but, we would like to add on to that by showing what we hope for the future as well”. He cited the newly renovated 36 Grove Street and the Union Mill as repurposed projects that capture a feeling of the past, with an aim toward the future. He concluded by noting, “we can either partner with Jim’s presentation, or prepare and present a separate one”.

Ms. Olenik noted her concern about the time involved with presentations. As a potential solution she proposed that, “maybe we could have a video of the Town’s architectural heritage and other visuals that would be informational and fun to look at, versus speeches or presentations”. Ms. Chollet noted a preview of Mr. Grant’s presentation was to soon to be scheduled, adding that he had agreed to be cognizant of time constraints and fit his presentation within a limit imposed by the committee. Ms. White added that a focus on the history architecture of the past for the *entire* town was important. Mr. Zeller replied, “if Jim’s presentation conclude with Peterborough 100 years ago, it is very important to have the Heritage Commission do their presentation” to provide context for today. Ms. White then mentioned a speech presented by John Morison Sr. that would be appropriate to have “even if we just handed it out”. She noted that Morison Sr. had recently

passed away but that his son John Jr. may have a copy and that she would follow up to find out if this is the case.

Ms. Alpaugh-Cote joined the meeting at 6:20 p.m.

RSVP:

The forum RSVP was reviewed during the website update section of the meeting.

Other:

The members agreed to move the March 19th meeting to March 12th to accommodate various schedule conflicts with multiple members. They also agreed to have Mr. Grant, if available, come to the meeting on March 5th to provide a preview of his presentation so that the group could review it prior to making a decision on whether to include it during the forum in April. Ms. Olenik suggested that Town staff draft and distribution an updated meeting schedule to capture new and rescheduled meeting dates.

Ms. Olenik then asked Mr. Throop for an update of forum programming. Mr. Throop replied, “the goal right now is to get ready to kick off the outreach to individuals and groups in town.” He asked the committee members to “get specific invites on your agendas, please email your member lists, and try to get something published in group newsletters”.

The members then spent time reviewing the outreach list and who was contacting who. “Let’s see where the holes are” said Ms. Olenik. The type/name of the groups included *Recreation Groups & Clubs, Civic Groups, Municipal committees, Local Business Groups, Schools, Religious Institutions, Service Providers, Arts & Cultural, Working Lands, Youth Groups and Other.*

Once completed Mr. MacLean noted he would organize every members list on a separate tab of the master list for accuracy and convenience. Mr. Kelly interjected “another entity we have not mentioned is the local newspaper.” He briefly explained that the newspaper was a sponsor of the Community Conversations Series held in Bass Hall at the Monadnock Center for History & Culture. He told the members that there was to be a discussion about the economic future of the region on February 18. He noted the due to weather that forum had been postponed to March 18th at 7:00 p.m. and encouraged all to attend. Ms. Olenik suggested they bring along some Forum posters with Mr. Throop replying “good idea.”

Moving on Ms. Olenik asked “is there anything new with Logistics?” Mr. Throop replied “no, not really. I do want to do a site visit to the school.” Mr. Reidy

interjected he would like to be present for the site visit as well. Mr. Throop also noted he was in the process of putting together a list of materials they would need for the forum.

Ms. Olenik asked “anything else?” with Mr. Throop replying “no, not at this point.” As Ms. Olenik went on to Youth Participation. Ms. Chollet interjected “we skipped Program.” Mr. Reidy briefly reviewed the three page draft forum agenda with the members reiterating “we want to focus on the goals and what you want to get out of the forum” adding “we still have the time and opportunity to refine the agenda, so think of this as a draft.” The discussion that followed included the presentation that were being considered and a critical look at the timing of Friday night and what people needed to know. It was suggested much of the history could be represented in a continual loop video and poster and map displays about the forum space.

Mr. Reidy went onto talk about possible themes for the Saturday agenda. “One thing we need to sensitive to is the aging community and how to address it, how to let the community know the trends” he said. The members discussed what the town has to offer but also what the town is missing. Mr. Reidy encouraged the members to email their thought for an updated draft to be reviewed Wednesday, March 5th.

The meeting adjourned at 7:37 p.m.

Respectfully submitted,

Laura Norton
Administrative Assistant