

**MASTER PLAN STEERING COMMITTEE  
TOWN OF PETERBOROUGH, New Hampshire**

**Minutes of March 11, 2015**

**Members Present:** Alan Zeller, Mose Olenik, Tyler Ward, Teresa Cardorette, Beth Alpaugh-Cote, and James Kelly

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

Master Plan Steering Committee Co-Chair Olenik (Ms. Olenik) called the meeting to order at 5:45 p.m.

**Minutes:**

A motion was made/seconded (Zeller/Alpaugh-Cote) to approve the Minutes of February 11, 2015 as written with all in favor.

**Vision Survey:**

Mr. Throop suggested the members discuss the summaries from the UNH Cooperative Extension. He noted he had additional copies for distribution if necessary and reiterated the agenda items of discussing the summaries provided by UNH Cooperative Extension including:

*What are the important insights you identified reviewing the data and summaries?*

*What results did you find surprising? Why? And if any, what are the implications of these results for the town vision?*

*Are there any questions that arise from the results that should be discussed as we consider the revised vision of the town?*

*Stepping back and looking at the big, broad picture, are there any preliminary conclusions that you begin to draw?*

Mr. Throop added “also a discussion on the dissemination of the survey results to the community” including:

*In what form should the results be distributed to the community?*

*To whom and how should the results be delivered?*

“And finally” said Mr. Throop “*Next Steps.*” He went on to say that with regards to the data “you have seen it, gone through it and now it is time to digest it and talk about it.”

Ms. Cadorette noted she had hoped for a little bit more of an analysis of the results from the Cooperative and asked “is the UNH role done now?” Mr. Throop replied essentially it was “but I had hoped to have them at one more meeting. Certainly we can talk about it and forward on questions.”

The members briefly discussed several of the survey items and agreed that it appeared that some of the data may have been skewed by the percentage of people who own their homes. Ms. Cadorette noted she realized this early on and reflected on that as she read the rest of the report. “It seems the age demographic of the elderly had a higher response rate compared to their percent of the overall population” she said. The members also briefly discussed the (housing) rental market and the data reflected in the survey.

Mr. Kelly interjected “I think it is a very good document” and added his surprise at the responses to the questions about subdivision in the Rural District. Ms. Olenik asked if anything in the summary surprised anyone. Ms. Cadorette noted “home ownership in Peterborough (71%) surprised me” adding “but it matches the 2013 census data.” Ms. Olenik pointed out the need for one and two-bedroom apartments in town. Another member noted the data suggested that young people did not find high-speed internet “all that important.” Mr. Zeller pointed out the use of smart phones and what kids were doing with them. “They are not dealing with large documents for work, it may be that they don’t even notice.” Another member agreed adding “they may be more impacted if their Twitter, You Tube or Netflix was affected.”

The members spoke briefly about taking the data and extrapolating it with Mr. Throop explained the inability to cross tabulate the questions as they were so open-ended. He offered a potential (manual) task of tabulation if he could get the data in a different format. “Right now it is not organized in that way.” Mr. Zeller suggested an Executive Summary approach with Mr. Throop replying “we could do that or use the summary UNH provided.” Ms. Olenik interjected “either way we have to present this to the community before we write the vision chapter.” Mr. Zeller noted “we have the executive summary and everyone has chimed in so why do we want to massage it again and again?” He added “I propose each one of us go home and sit down and do a comparison and then we can talk.” Mr. Throop noted the expectation that when the results come in “we will let the public know about

it.” Mr. Zeller replied “that is a point well taken, so we just do not jump to a solution or conclusion without public input.” The members discussed ways to reach out to the public including a postcard mailing, a link on the website, an e-mail blast and a newspaper article. The members also discussed strategies on acquiring townspeople’s email addresses that included collection at the deliberative Session and Town Meeting as well as when you register your car or pet at the Town Clerk’s Office.

The members moved on to brief discussions about green corridors, clean air and water, and initiatives the town has engaged in for renewable energy. The EPA Green Power Partnership Award for Green Power Leadership and exemplary green power procurement the town received and the broadband initiative were noted by Mr. Throop as “the cutting edge pieces as to who we are as a community. We need to bring those values with us into the future and prepare ourselves to stay on that cutting edge.”

Mr. Ward asked about an agricultural section with Mr. Throop reviewing the good work of the Planning Board and their vote to send the zoning amendment relating to the Agricultural Business Enterprise Uses to the ballot for the May Town Meeting. He briefly explained how the amendment could create opportunities for farms to engage in activities to help them be viable. He also suggested using the April meeting to “come up with the structure you want to see and an outline of the content of the chapter” adding “keeping in mind the balance of protecting resources but remaining a vital community. “There is no right way on how to express your feelings of what the town should look like” he said. Ms. Cadorette suggested writing the vision statement “and have a multi-media presentation once written.” Mr. Throop reminded the members “the vision statement ought to represent how we want to be seen by the outside world.”

In closing Mr. Throop discussed the mechanism for disseminating the survey results. A brief discussion that included the website, a newspaper article, posting at public buildings such as the Library, a postcard mailing and an email blast followed. The members agreed the information should be presented in a press release type format touching on the highlights of what we did, where we are and where we are headed.

In closing Ms. Olenik asked for clarification of broadband internet. “Is it a utility?” she asked, adding “does that help us?” Mr. Throop reviewed how broadband is related to the concept of a utility and how its treatment appears to be changing as reflected in new FCC rules. “It does not happen overnight” he said adding “but the rules changes appear to be the start of redefining the industry” he said, adding “I don’t know how this will evolve in the future, but I do think it is important.” He

briefly reviewed the bonding issue relative to the expansion of the infrastructure why the State is saying no. “The answer appears to be that Fairpoint and Comcast have strong lobbies that are looking out for their interests.”

**Reports from Other Committees:**

Mr. Throop noted the EDA was forming a work group to begin to address enhanced broadband for businesses and residents. “They are getting ready to set a date to get folks together to develop a work plan” he said adding “and the Chairman has been collecting other project ideas. They have a lot of energy for making something happen.”

Mr. Throop noted the EDA was developing an outreach strategy to NH Department of Resources and Economic Development (DRED) designed to promote the town and remove any obstacles that exist. He noted a desire to develop marketing materials on available business/industrial space in town, an updated web page with similar information and a review of Peterborough’s zoning and land use regulations so they recommend changes to better meet the needs of businesses looking to relocate to the area. Mr. Ward asked “what are the obstacle?” with Mr. Throop replying “mostly the perception of us being an anti-development town.” A brief discussion followed with Ms. Cadorette noting “it depends on their perception” adding “yes, we are anti-development to strip mall development.” Mr. Ward noted an EDA member (Chub Whitten) who has consistently remarked on the quality of life in Peterborough. Mr. Throop agreed adding “it is important to hear that voice.”

In closing Ms. Cadorette noted a supplement to the Keene Sentinel called *Business Monadnock* and an article on how attracting young professionals to the region requires overcoming many obstacles.

The meeting adjourned at 6:55 p.m.

Respectfully submitted,

Laura Norton  
Administrative Assistant