

## MINUTES

### Master Plan Steering Committee

#### TOWN OF PETERBOROUGH

Wednesday, February 12, 2014 – 6:30 p.m.  
1 Grove Street, Peterborough, New Hampshire

**Members Present:** Mose Olenik, Ivy Vann and Alan Zeller

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

**Planning Committee Present:** Ivy Vann, Roland Patten, Bob Pettegrew, Hope Pettegrew, and Rick Hanse

Co-Chair Olenik (Ms. Olenik) called the meeting to order at 6:35 p.m. She began by asking Mr. Throop for an update of yesterday's meeting with the Logistics Group. Mr. Throop replied with a rundown of what had been accomplished since the last meeting as well as "the focus on the outcome of what this event produces." He reviewed the concerns that the profile process by the Cooperative Extension produced and the outcome of action items without spending adequate focus on visioning. He noted the group yesterday talked about shifting it around a bit to focus on the theme of where we have been, where we are now and where we want to go. "Action is next step" he said adding "that is where we stand."

Moving on to promotion, marketing, public relations and participant recruitment Mr. Throop reported a meeting the Co-Chairs had with David Anderson of the local newspaper. "News of this event will be in the paper soon" he said. Ms. Olenik also reported she had met with Laura Hanson to work on a specific marketing plan.

A general update/discussion about food and childcare followed. Ms. Vann gave a brief menu and cost-per-head report and told the members "I can do those meals, I am happy to do it but that is up to you." Ms. Olenik asked about the budget with Mr. Throop replying "we have \$5,000.00" Ms. Olenik then expressed her concern that the RSVPs were very important in managing the budget. Mr. Throop agreed but also noted "the scope of what we want to do can't be done in one day and I think there is strong sentiment that the dinner Friday night is really important."

Mr. Throop distributed a press release and an outline of potential talking points “key points to hit” he said. He also reviewed the postcard invitations that would be sent to every residence and business in town, adding “and we will have a handful for you to carry around to invite people you meet on the street.” After a brief review of the language on the postcard all agreed the piece was very attractive and looked forward to receiving their copies.

Moving on Mr. Throop drew a graphic depicting how to pitch the event. That data included being ambassadors of the event to groups and organizations with meeting dates, newsletters and email lists as well as the member’s personal networks.

Noting their meeting with Mr. Anderson Ms. Olenik told the members she felt he needed to know more about the Master Plan Steering Committee in general and suggested there be a paragraph telling the public about the Committee in general. When she asked when the members should start “pitching” Mr. Throop replied “after tonight or one more meeting so we have our material, are polished, confident and ready to go.”

Mr. Hanse noted the service group meeting for February and March likely have speaker “so getting a few minutes at the beginning or end of their meeting would be the goal.” The members briefly discussed also having posters and sign-up sheets at certain locations (Rivermead was an example) with one member suggesting putting a flyer in all resident’s mailboxes. Mr. Throop concluded the point of the outreach is to reinforcement of the postcard they received. “Often people have to hear something many times before it registers” he said. Several members suggested other places to leave postcards, flyers and posters. When Ms. Olenik asked about the Chamber of Commerce’s participation Mr. Throop told her an email blast and a listing in the newsletter “to talk it up and create that buzz” were in the works.

Mr. Hanse suggested getting to the civic groups (Rotary, Kiwanis, and Lions Club) immediately. The members reviewed the master invitation list once again with members picking up groups and organizations to be contacted. Mr. Throop emphasized “*awareness to interest to participation.*” He also noted that once the RSVPs started coming in “we can start to call individuals.” Mr. MacLean asked if there was an age limitation with Mr. Throop replying “no, High School and even Middle Schools kids are invited.” Mr. MacLean added “and parents should be encouraged to bring their young adults.”

The members then discussed the process of contacting participants through several avenues including emails, newsletters, hot links, handouts and social media. Mr. Hanse noted “people will be seeing this in multiple ways and will have time for it

to sink it” adding “they will realize that rewriting the chapter is not the important thing, the selling point is that we want to hear their ideas for the future of the town.” He went on to note the purpose of the forum is develop an updated vision that in turn would guide future decisions and chapter updates on economic development, land use, housing, transportation and cultural and historic resources.

Mrs. Pettegrew noted it was important that the public see the forum as an opportunity to participate and come in and talk about what is important to them. Mr. Hanse asked about advertising the forum with Mr. Pettegrew interjecting “an editorial would be effective and worth so much more than an ad.” Mr. Throop noted a banner was being created and would be hung outside the Town House to advertise the forum. Mr. Hanse then asked about the poster with Mrs. Pettegrew reporting she had met with an art student at the High School and hoped to have something for the group next week. Mr. Throop noted the posters would be 4/color, 11 by 17 inches and on a poster weight stock. A brief discussion about the timing of distributing the posters followed with the members in agreement that they should be put up about three weeks before the event.

The meeting adjourned at 7:40 p.m.

Respectfully submitted,

Laura Norton  
Administrative Assistant