

MINUTES
TOWN OF TOPSHAM
Comprehensive Plan Update Committee Meeting
July 10, 2017, 7:00 P.M.

MEMBERS PRESENT:

Larry Fitch
Mary Kate Appicelli
James Dealaman
Matt Nixon
Jenna Godo
Bill Ewing
Joe Feely

MEMBERS ABSENT:

Doug Bennett
Sean Liedman

STAFF PRESENT:

Rod Melanson, Director of Planning Codes and Development
Carol Eyerman, Planner

CONSULTING:

Vanessa Farr, MDW
Kara Wilbur, MDW

1. CALL TO ORDER AND ROLL CALL

Chairman Fitch called the regular meeting to order at 7:05 p.m.

2. APPROVAL OF THE MINUTES OF JUNE 12, 2017 MEETING

No Minutes were submitted for review

3. Charrette schedule overview

Vanessa led a discussion of the Charrette Meeting Schedule. The time of the event will start on Thursday October 19th and run through Monday October 23rd. She stepped through the daily events and scheduling highlighting public meeting times and topics, open studio times (walk-in public input), and community presentation times.

The committee discussed the location and specific events to be scheduled. Concerns were raised about the location site. Concerns were raised about the site not providing great accommodations for public events, and what permissions were needed prior to putting forth a hefty planning effort for the site. The consultants voiced their preference for the site and their approach of walk in “open studio” for the 5 day event.

It was decided by the committee to go to the site prior to solidifying the location of all events occurring here. The committee set Monday July 17th at 5:00pm as the time to conduct a site walk of the building and surrounding area.

The committee felt a map of the area would be helpful for them to understand the lay of the land better. Rod will follow up with a map to send to the committee.

MDW will email Charrette schedule to the Committee

4. Finalize Outreach Program;
 - a. Public Outreach events.
 - b. Brand/Materials concepts
 - c. Web Content and Facebook admin

Following the charrette event discussion the committee discussed potential outreach efforts, again this was met with concerns about location. Event brainstorming included:

Pop-up Park (is the same concept as "activating a street?")

Lantern Walk

Decorative Crosswalk

Shared Street

Cafe by Day/ Brews by Night? (through business donation)

Prior to finalizing any particular event the committee decided a site walk for the area was in order as well as further research on what events may be appropriate for the 5 day event. The consultants reminded the committee that this is their task to follow up on in regards to planning fun activities.

Materials were produced by MDW for branding the project based upon the previous meetings brainstorming. "Find, Meet, Plan your Topsham" was proposed as the branding element of the comp planning effort. The Committee agreed on the language, with a short discussion regarding the "your" vs. "our" language. The committee agreed upon the proposed language, and discussed the imaging details. It was agreed to develop a consistent "logo" for the effort and committee members offered thoughts on how to achieve the logo's message. Offsetting colors for "find" "meet" and "plan" will be developed by the consultants for feedback, as well as background imaging and coloring. It was agreed that this could be emailed to the group for a final decision/ input following the meeting.

Distribution of materials was discussed but not finalized. Thoughts on getting the word out included social media, Town Cryer, local papers, Town website, comp plan web page,

The consultants reviewed the WordPress site developed by Doug Bennett. Most at the table agreed that this was a great start to an off site page for the committee. The consultants highlighted that they would assist re-wording the "comp plan" information page that is currently referencing the states guidelines. Mary Kate will follow up with Doug to discuss the site.

Facebook page set up and administration was discussed and agreed that there would be three levels of administration (town staff, consultants, and committee member). Content will include images, event notifications, and general comp plan themes. Mary Kate, James Dealaman offered to assist. Follow up with staff and consultants will occur prior to August 1.

7. Committee Windshield Tour

A windshield tour was discussed and tentatively planned for September. Rod had followed up with the Highlands and found that there is the possibility of having at least one bus and driver for such a tour. The committee and consultants would prefer that a tour be offered to a larger group than just the committee. School buses were mentioned as a possible vehicle to accommodate.

Follow up on providing a windshield tour include:

1. Confirming vehicle
2. Planning logistics of the tour (who, where, when)

Rod will follow up on vehicle confirmation...this should also be on our August agenda as discussion item.

4. Next Steps

1. Monday July 17 @ 5:00 PM...site walk at the old fire barn. (CPUC)
2. Confirmation of preferred site location
3. Develop list of back up sites
4. Consultants to email charrette schedule
5. Staff (department head) meeting to review proposed schedule of events
6. Follow up Public Outreach Event discussion
7. Develop list of potential sponsors
8. Confirm web and facebook administrators (next meeting or via email)
9. Confirm branding (next meeting or via email)
10. Windshield tour planning

5. ADJOURN

Meeting ended at 8:45 p.m.

Respectfully submitted,

Rod Melanson