

Minutes of the CLRPC Meeting of February 10, 2017

Pursuant to a notice filed with the Town Clerk, the Comprehensive Long Range Plan Committee (CLRPC) met at 8:00 a.m. on February 10, 2017 in the First Floor Meeting Room, 141 Keyes Road, Concord, MA.

Members Present:

Gary Kleiman, Co-Chair

Wally Johnston

Wade Rubenstein

Barbara Morse

Judy Zaunbrecher

Tory Lambert

Sharyn Lenhart

Jane Hotchkiss

Marcia Rasmussen, DPLM Director

Sean O'Brien, Budget Analyst

The meeting was called to order by Mr. Kleiman at 8:00 a.m.

January 27th Meeting Minutes

Ms. Morse moved to approve the minutes as amended. Ms. Lenhart seconded with all voting in favor.

Authentic Participation

The Committee discussed how to move forward with engaging various community groups through forums, neighborhood coffees, and other methods of active engagement. The following is a list of key groups and demographics to engage:

1. Library Committee
2. League of Women Voters
3. Concord Climate Action Network
4. CREW
5. Parent-Teacher Groups
6. Park Service
7. Emerson Hospital
8. Boy & Girl Scouts
9. Community Chest
10. Chamber of Commerce
11. Concord Business Partnership
12. Concord Housing Foundation
13. Churches & Temple
14. Garden Clubs
15. Neighborhood NextDoor
16. West Concord Google Group
17. Concord Yahoo Group
18. The Patch

19. Conantum Neighborhood Group
20. White Pond Neighborhood
21. Special needs children & adults (Minuteman Arc)
22. Private Clubs
23. Sports Groups
24. Arts Groups
25. Pre-schools
26. Concord Land Conservation Trust
27. Open Table
28. Medical offices
29. Bicyclists
30. Historic oriented groups (Robbins House, Thoreau Society, Reenactors)
31. Walden Woods
32. Assisted living facilities
33. Human Rights Council
34. Hanscom Area TownS (HATS)
35. Women's and Men's groups

The Committee discussed developing scenarios and providing ongoing and understandable information. Some of the communication channels that could be used are:

1. Social media
2. Parent-Teacher Group newsletter
3. Direct letters in bills
4. Forums & workshops
5. Concord Journal
6. Surveys (in-person, on-line, by mail)
7. Library
8. Council on Aging newsletter
9. Recreation Department
10. Coffees & neighborhood groups
11. Bi-directional communication through boards & committees
12. CCTV
13. Piggyback on other events (Picnic in the Park)
14. Church newsletters
15. Concord Housing Foundation newsletter

Request for Proposal Update

Ms. Rasmussen stated that on behalf of the Selection subcommittee, she has submitted a recommendation memo to the Town Manager for a particular consultant, but she has not received his authorization yet. Once the consultant is hired, the Selection subcommittee believes the consultant should come and give their presentation to the whole Committee.

SWOT Next Steps

Mr. Kleiman gave an overview of expanded SWOT analysis and read the summaries that Mr. Bryant submitted for the first four principles under Livable Built Environment.

The Committee determined that the SWOT Synopsis should just convey the facts and not come across as conclusions have already been made. Mr. Johnson thought there was still too much information and people will likely not read it. He suggested that a summary statement be developed for the seven principles.

The Committee decided the SWOT analysis should be cleaned up at the next meeting and then they will ask the consultant to provide their input. Additionally, the SWOT needs to include a new part on schools, which is a hole in the APA principles. Mr. Kleiman suggested that for the March 10th meeting, the Committee discuss 3 to 5 best practices around public schools and education.

Public Comment

Lori Gill Pizaris, 36 Old Marlboro Road, thought there was a disconnect between the SWOT analysis and the opinions from the Townwide survey and that maybe the Committee should get input from the public on the SWOT analysis to make sure everything was captured.

Wendy Rovelli, FinCom liaison, suggested that the Committee have CCTV film the meeting where the consultant makes their presentation. She also thought it would be very helpful to get the schools involved and engaging the high school students is a great idea.

The meeting adjourned at 9:35 a.m.

Respectfully submitted,

John Boynton, Clerk