

ACTON 2020 Committee Minutes

Date: August 11, 2010

Location: Town Hall, Faulkner Room 204

Attending: Margaret Woolley Busse, Jim Snyder-Grant, Celia Kent, Sue Benson (minute-taker), Sahana Purohit, Kristen Alexander

I. Approve Minutes

Approved July 28th minutes – motion Jim, Celia second, all approved.

II. Review/comment on town website and mock-up of Acton2020.info

Roland added Acton 2020 details on Town website. Margaret reviewed and changes noted. Jim showed former Community Outreach website and described content then he showed the new website prototype for our homepage. Need process for editing and getting group feedback. Also, what is approval process to get this live and used as a resource.

Homepage contains “Welcome” and a “What’s New” to include most current dates for upcoming sessions. *Should include information like “What’s a Master Plan?” as well as post general schedule and milestones in “About the Process.” Add information about Phase I and a link to that website. Include the schedule there as well.*

Will include separate tab for “Committee Structure” and email address if people are interested in participating. Also need to provide link to project schedule.

Will have link to “Get Involved” and also a tab for “Contact us” on website. Need to write:

- Home Page = “What’s New” and “Welcome” (Margaret)
 - What Acton 2020 Means
 - Save the Date
 - How to get involved in the committee – looking for volunteers
- About the Project (Jim/Sue)
 - Start with Jim’s page
 - Focus on 6 goals
 - Describe “Visioning Phase” and link to older site
 - Broad view of the timeline – create color graphic/swoosh of milestones
 - Talk about Phase I and what that was
- Committees/Who’s Involved (Celia)
 - Current org chart/structure of committee members. Kristen mentioned that PC created an org chart (try to reference); need to show how Town feeds in and approves
 - How committee came about – originates with Planning Board; interview process, etc.
 - Definition of what Steering Committee is and the Advisory Committees.
- Get Involved
- Contact Us Tab – include email address to get info about plan as it evolves

Send drafts to Jim who will post text with edits. Margaret to review and Jim will provide text versions of pages for editing. Sahana will evaluate website colors and provide suggestions to Jim.

Want to launch site as quickly as possible to advertise workshop and to use as a tool to recruit people to be involved. Target 1st two weeks in September to launch initial website. Since Jim can't attend the Aug. 25th meeting, we will meet on September 1st instead.

Committee members who are providing content/website recommendations have ten days to get back to Jim – all drafts to be submitted by Aug. 23. Margaret to review by Aug. 30 and provides edits to Jim. The September 1st meeting will be used to do a review. Website prototypes/drafts will be posted to Jim's private site (not published to the Town's site) while it's being developed.

Request change to logo from PC (Nicole Buxton) to include "Acton 2020" in the same logo (where it currently has "Acton"). Also include pictures on the website – consider Phase I workshop photos. Consider changing colors of the logo to be more dynamic. Kristen to contact Nicole about modifying the logo to include "Acton 2020."

III. Approve sustainability metrics/agree on changes

Jim reviewed meeting information re: Green Advisory Board and metrics that can be added to PC's data collection phase.

Need to check in with PC about the set of questions that will be applied for the inventory survey. Kristen will contact PC to determine what's been done so far, and the sustainability metrics that are being used.

IV. Subcommittees/Advisory Groups

Team reviewed Margaret's draft of Acton 2020 Advisory Group descriptions which is focused on the six goals. Each advisory group would be reviewing the plan from their perspective.

Six goals & related Town Committees:

- Preserve Town Character (Celia – liaison) – Historical Commission, Historic District Commission, Design Review Board (DRB), Community Preservation Committee (CPC), Land Stewardship Committee, Community Housing, Cemetery Commission, , Recreation Committee, Conservation Commission, Design Review Board, Land Stewardship Committee, sidewalk committee, South Acton Train Station Advisory Committee, Board of Appeals, Open Space Committee
- Increase awareness and sustainability – (Jim) Board of Health, Conservation Commission, Land Stewardship Committee, Design Review Board, Economic Development Committee; Finance Committee, Green Advisory Board, Outdoor Lighting Education Committee, Wastewater Advisory Neighborhood, South Acton Train Station Advisory Committee, Transportation Advisory Committee, Water Resources Advisory Committee, Board of Appeals, Open Space Committee

- Improve connections (communication, sidewalks, biking) (Bill liaison) –Cable Advisory Board, Commission on Disability, Council on Aging, Design Review Board, , Land Stewardship Committee, Memorial Library Trustees, Wastewater Advisory Neighborhood, sidewalk committee, South Acton Train Station Advisory Committee, Transportation Advisory Committee, Open Space Committee
- Provide more opportunities for community gathering –(Sue liaison) Cultural Council, Council on Aging, , Land Stewardship Committee, Economic Development C, Memorial Library Trustees, Recreation Committee, sidewalk committee, Open Space
- Support inclusion and diversity –(Dean liaison) School Committee, Community Housing, Housing Authority, Commission on Disability, Council on Aging, Finance Committee, Transportation Advisory Committee, Senior/Disabled Taxation Committee
- Preserve and enhance town assets –(Sahana liaison) Cultural Council, School Committee, Board of Assessors, Cable Advisory Board, Cemetery Board, Conservation Commission, Design Review Board; Economic Development Committee, Historical Commission, Historic District Commission, Land Stewardship Committee, Memorial Library Trustees, , Recreation Committee, Water Resources Advisory Committee, Board of Appeals, Open Space Committee

Event Coordination Committee (Margaret as chair)

Also need to collect the list of non-profit organizations in Acton to map to the goals.

Next step is to contact committee members to see who is interested in being involved after our web site has been launched.

Also need to develop Communication Plan which includes articles, announcements (newspaper, web).

- V. Plans for preparing for community outreach in October – to discuss at next meeting
- VI. Agree on Next Steps

August 25th meeting rescheduled for September 1.

Topics for Next Meeting:

- Review & Finalize website
- Finalize Community Outreach, subcommittees
- Plan Community Outreach event in October

For upcoming meetings, the following people will be responsible for taking notes (in the following sequence); Bill, Dean then Sahana. (Committee consensus is that Margaret will not have to take minutes at any meeting.)

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