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MAY 12 2011

Acton 2020 Committee Minutes  
Date: April 27, 2011, 7:00 pm  
Location: Town Hall, Rm 204

TOWN CLERK, ACTON

Attending: Jim Purdy (Planner's Collaborative), Daphne Politis (Planner's Collaborative) Margaret Woolley Busse (Chair), Sahana Purohit (full member), Kristin Alexander (staff), Jim Snyder-Grant (full member, minutes-taker), Celia Kent (full member), Paulina Knibbe (new associate member), Clint Seward (Fincom Rep), Roland Bartl (staff, part of meeting).

[It was also noted near the end of the meeting, with some frustration, that at least some members were unable to attend the meeting because they could not open the front door. Cell numbers were exchanged to help avoid this problem next time.]

I. Approve minutes from 4-13-11

Minutes of April 13 -- Approved Unanimously.

II. Update on blog

a. Review comments

No new comments since last meeting.

b. Agree on next few weeks' postings

Review: invite for new non-committee blog posts is on Facebook, and has been sent to previous blog commenters.

-TO DO committee members to send out invite for blog posts to their network.

-TO DO Clint to look over previously drafted and unposted blog posts and submit them to the blog.

Celia is exploring what Smart Growth is, and may write a blog post once she knows more.

We discussed Smart Growth a bit, and 40R (Smart Growth bylaw)

TODD: Kristin or other PD staff to write up a paragraph or two on 40R.

III. Update on School Committee

John Petersen (School Committee) contacted Margaret about Acton 2020 stuff. He will send his "town meeting" remarks (we may have them already, via Ann Sussman).

Margaret will go to May 19 school committee meeting. Acton 2020 will be on agenda that night.

III ½ New topic:

State of Element Inventory / new Committee member integration:

TODD: Jim S: Explore making the inventory chapters available for reading and commenting online, as we look around wider for review comments.

TODD: Margaret to send out wide email to advertise request for feedback on inventory, and also blog posts [if possible, after inventory chapters available for online commentary]

Deadline will be May 31 for comments from the public.

TODO: Margaret will send email to new committee members with list of documents to review. Planning department will print those out as hardcopy & get them to new members. Extra packet(s) possibly to Library & Senior Center ?

TODO: Planning department will update shell to include new members.

Paulina will contact CoA to find out how they want to connect with us (we had some contact via Barbara Tallone)

#### IV. Review updated draft of "alternatives" for Acton (45 min)

Reminder of why we are doing this: three realistic thought out alternatives that have reasonable chances of helping us meet most of our goals. Getting feedback to find out a direction, which might be a hybrid. Each alternative will come with qualitative or quantitative analysis of how this impacts key measures (population, school enrollment, taxes, build-out, open space preservation, town investments).

Possible part of presentation/explanation: Explain what the alternatives will do to certain key types of places:

-large pieces of developable land

-"villages"

-commercial development

Paulina: lets simplify what we show people - have fewer measures.

Document comment: clarify in working document what are 'trends' and what are actual 'features' (or put another way exogenous stuff out of our control vs. endogenous stuff the town can more directly control)

Pull out the 40B choices of scenarios and do them separately after the choice of alternative, in the same workshop and/or later.

Discussed Transfer of Development Rights, learned more about how it works.

Agreed we need to background the mechanisms to achieve the alternatives. Behind the scenes we need to make sure they are possible & to ballpark the fiscal impact.

Discussed villages to be referenced in alternatives. More of them? fewer? Specify them?

Pull out very small number of key elements for each plan. Maybe make them photo captions.

Make fewer and smaller categories.

TODO: PC to focus next version on format & style of what will actually be presented to attendees.

Reviewed Daphne's rough agenda:

Remove "sample strategies" from mainline - maybe make ranking or picking from them a back-of-the-agenda written exercise.

Key sustainability measures will be a part of the scorecard.

Make small group time shorter, and intro time as well, to have more time in big group at end

## V. Determine publicity plan

### a. Reaching out to specific audiences

Partially reviewed previous contact lists. Will do more next time.

### b. Methodologies

#### i. Email

We reviewed the various groups we contacted last times to discuss where & when.

Latino AFN - Margaret

Margaret - Xuan re: chinese community. And general school contacts.

Sahana: Indian community. Locate Russian math school.

#### ii. Input/publicity techniques

##### 1. Booths around town—possibly in library or elsewhere.

Will explore this idea. Staffing an issue.

Ask about whether Relay for Life as a place we could be. But seems unlikely. Maybe soccer games.

##### 2. Blog/website

Blog posts will start to focus on alternatives as we get closer to June 23.

#### iii. Signs around town

Will use blinky board.

Comment poster is a challenge, since alternatives are more complex & specific. Will continue to discuss.

#### iv. Cable TV

Video the presentation beforehand and run it on cable? Or a more fun thing, such as short things for youtube/facebook/patch.

Or maybe film interviews, for example at Roche Brothers, train station, Transfer station, Library, playgrounds, NARA, soccer fields.

### c. Timeline

More next time..

## VI. Agree on next steps/next meeting agenda items

TODO: each committee member think of good short names for each scenario.

### a. Committee meeting schedule

Discussed possible need for extra meetings. No decision made.

### b. More work on "alternatives?"

More next time..

c. Publicity implementation

Celebrity narrator for plan video? Ask Steve Carrell? 'Big Bird'? (Caroll Spinney)

d. June 23rd Meeting logistics

Discussion of room. We've reserved all rooms in town hall, and most of the library.

9:58 Adjourn

Documents used during this meeting are in the committee's "packet" area on DocuShare:

<http://doc.acton-ma.gov/dsweb/View/Collection-4260>

and listed here:

00 - 04-27-2011 Acton 2020 Committee Meeting Agenda

010 - I. - 04-13-11 Acton 2020 Committee Meeting Minutes - Draft

040 - IV. - Acton Alternatives - Draft - PC - 4-20-11

042 - IV. - Acton Alternatives Idea - Verma then Seward -- 4-19-11

044 - IV. - Acton Alternatives Agenda - Draft - PC - 4-27-11

046 - IV. - Acton Alternatives Evaluation Forms - Draft -- PC -- 4-27-11

047 - IV. - Acton Alternative 2 Map - Draft - PC - 4-27-11

048 - IV. - Acton Alternative 3 Map - Draft - PC -- 4-27-11

050 - V.c. - Acton 2020 Schedule and Calendar