



Acton 2020 Committee
Minutes
July 27, 2011 – 7:00 PM
Acton Town Hall, Room 204

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TOWN CLERK, ACTON

Attendees:

1. Margaret Woolley Busse
2. Sahana Purohit
3. Jim Snyder-Grant
4. Charlie Mercier
5. Vasilious (Bill) Marathias
6. Sandeep Verma
7. Roland Bartl
8. Jim Purdy
9. Kristin Alexander
10. John Sonner (late)

I. Approve minutes from 7-13-11 (10 min) [7:10-7:15]

- Approved with amendments.

II. Review blog comments and agree on next blog entries (10 min) [7:15-7:55]

- Jim pointed out newest blog entry response to: "fixed route public transportation in action". (combining school and town transportation). Maynard and the clock tower office park would be interested in financially support a continuous fixed shuttle between the clock tower and the south action train station.
- Margaret commented on Terra's editorial in the Beacon. (that from the previous planning ('98 master plan) incentives were offered for smart growth, and they did not work.) Jim P. noted that the transfer of development rights "tool" has not been used yet. \$500K collected from "new growth", but no information if that has been used to purchase any land. Margaret wanted to know if we should write a response to the beacon.
 - Jim said that he would provide a package for the meeting in Nov. that will explain how we will change things to modify how growth will occur. (how will we implement "alt3".)
 - Margaret was pointing out that we need to explain to the town how it will modify development, and what we will do differently then what was done before?
 - Sahana pointed out that we were already proposing an economic exec to help support this.
 - Charlie pointed out that we might want to add resources after the plan is implemented to ensure that we report on how each "tool" works. (data and reporting)
 - Jim and Bill pointed out that we might want to talk to the developers in Kelly Corners to find out exactly what they need, and if we can "customize" our plan to be more effective.
 - Margaret and Jim P. pointed out that we should also do the same with the local neighbors.
 - [Action item] Margaret will talk to Chris Starr (owner of the muffler shop) to see his availability to meet with us.
- Margaret brought up Celia Kent's email about blog post contents
 - (item#1) [action item] Jim to summarize notes on June 23rd meeting

- (item#2) [action item] Sahana to discuss which village or town center to focus on
- (item#3) [action item] Jim to write up what our "town character" is.

III. Report on all boards and committees meeting (10 min) [7:55-8:10]

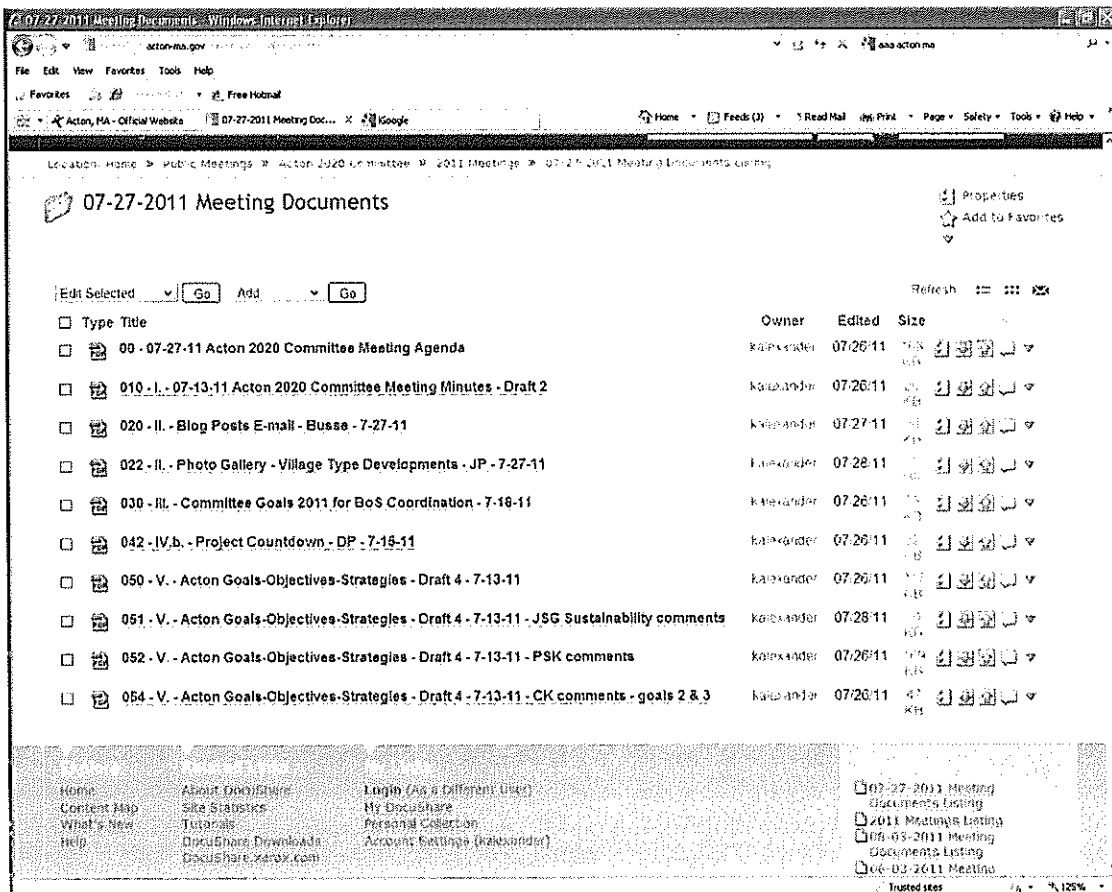
- Margaret pointed out some specific committees whose goals would overlap with ours
 - Acton affordable housing committee would be a good example
 - Design review board, has a nice display in the library, about how they want to keep up the town character with new growth.
 - Sidewalk committee might be interested in Kelly's Corner work, and how we might want them to focus spending on that area.
 - We should ensure our data matches up with what the School committee has/is using.
 - [action item] Jim P. will check on the data for Allen Nitschelm
- Jim pointed out that all the chairs of all the committees normally don't meet and when it did happen it was useful.)
- Sahana requested to get the goals for each committee for our liaisons
 - [action item] Jim said that he would get that.

IV. Review fall meetings (30 min) [8:10-8:35]

- a. Meeting to go over school projections with the Ashtons?
 - How does our model match up with theirs? Jim P. said that they do match up roughly. The Ashtons go out 10 years, and ours go out 20.
 - [action item] Sahana and Jim will schedule a meeting (and attend) sometime in September with the Ashtons. Roland might attend this meeting as well.
 - Sahana said that some people are concerned the projections have been way off in the past. Jim P. said that they were not too much, but that Avalon made a change that was not taken into consideration.
- b. Meeting schedule for September/October
 - Group agreed on adding meetings on
 - Sep 14th. (modified schedule) Chris Starr and the developer guys in here.
 - Margaret suggests having a brainstorming session for how to vitalize Kelly's Corner.
 - [action item] Kristin or Roland will contact the land owners for td bank (Mike Ceton), and the investment company that owns the buildings of Roche Brothers and Dunkin Doughnuts
 - [Action item] Margaret will talk to Chris Starr (owner of the muffler shop) to see his availability to meet with us.
 - Sep 21st. (newly proposed meeting) Economic focused meeting
 - Oct 5th. (newly proposed meeting)
- c. Follow up on contacts for affordable housing meeting
 - Roland contacted Jim Stockard, but needs to follow up
 - Margaret contacted Kathy Acerbo-Bachmann but needs to follow up
- d. Review three key questions to discuss at meetings
 - *(moved to next weeks meeting)*
- e. Set deadlines for contacting key committees to inform them of meetings
 - *(moved to next weeks meeting)*
- f. Discuss questions we may need to ask in advance of any experts that attend
 - *(moved to next weeks meeting)*

V. Assess ideas for strategies [8:35-9:55]

- [Action item] Jim P. will send out categories to Jim and Bill
 - [Action item] Jim and Bill will send out comments on them by next week
 - [Action item] Committee members should send out comments by Aug 10th.
- a. **Goal 2: Ensure Environmental Sustainability (45 min) [8:35-9:20]**
- Jim requested from The Collaborative if they could produce some "sample strategies"
 - [Action item] Jim P. will produce some sample strategies.
 - He met with green advisory committee and water resource committee to help with the document.
 - Jim presented his review of goal 2
 - Will send out changes to the committee for review and edits.
 - Jim P. will send out categories to Jim and Bill
 - Jim and Bill will send out comments on them by next week
 - Committee members should send out
- b. **Goal 3: Improve Connections (45 min) [9:20-9:55]**
- Bill reviewed Goals and questioned some of the feasibilities and what we actually were able to control vs. the state, etc. And what resources are available to support these items.
 - Bill pointed out that all of these are resource and cost heavy, and they always require walkability which is a challenge.
 - Will send out changes to the committee for review and edits.



Acton 2020 Committee Minutes

Date: May 11, 2011, 7:00 pm

Location: Town Hall, Rm 204

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), Celia Kent (full member), Bill Marathias (full member minutes taker), Clint Seward (Fincom Rep), Roland Bartl (staff) Charlie Mercier (new Full member).

II. Approve minutes from 4-27-11

Minutes of April 27 -- Approved Unanimously.

III. Update on blog

a. Review comments

Jim S.G. reviewed blog comments. Discussed Patch guest blog and the linking of the Patch blog to the Acton 2020 blog.

Margaret and Clint suggested that we link the blogs to the Acton forum.

Possibly add blog/contact The Beacon.

-TO DO Margaret to contact the beacon regarding the Acton 2020 blog.

IV. Flesh out the publicity

Margaret suggested that we to attract a broader group of Acton residents to include, in the proceedings, other than the individuals that have attended the past outreach events.

a. Specific group outreach

i and ii The follow-up on contacts already made and agree on who is emailing whom/what is on hold for a later time but will be based on the past assignments.

b. Agree on cable/video strategy

Discussion on creating a video to publish on various media outlets took place. Margaret confirmed that Dean Cavetta will help to make the video and Ron Zimmerman from the local cable TV channel will train us on the process to make the video.

The Video(s) will consist of 3 one minute segments

A possible day to make the videos was agreed upon as May 21.

The videos would be sent a few weeks in advance of the June 23 outreach meeting.

The 3 videos could include

- a Walk though Kelly's Corner

- about Acton open space

- about Acton Neighborhoods

- **TO DO** Bill and Margaret will be involved in the production of the videos on MAY 21.

The videos would also include a protagonist and possibly a teenager. Several people were suggested for these roles by the committee members.

There was a general consensus about the production of the video by the committee.

c. and d.

- TO DO** Jim, Celia will attend the Relay for life event to advertise the Acton 2020 outreach. In addition Sahana and Paulina may attend.
- **TO DO** Jim and Celia will attend the May 22nd May fair/ farmers market event to advertise the Acton 2020 outreach.
- **TO DO** There will also be an Acton 2020 booth/presence at the Memorial Library lobby. Margaret will man the booth possibly on certain Tuesdays at 3 PM and on certain Thursdays at 10 AM. This will coincide with certain children's activities at the library.
- Celia suggested that there can be children's activities at the booth in the library while speaking to the parents.

- TO DO** Margaret will hand off the library booth responsibilities to Charlie. The Materials at the library should include information about the June 23d outreach event. Dates for the library should include June 2, 10 AM and Tuesday at 7 PM.

- TO DO** Kristen will look into the blinkie board 3 weeks before the June 23d event. Will also look into the possible reuse of the old Acton 2020 banner (to see if it was repatched and is currently usable) for the route 27 hanging area. Kristen to help out on the video on weekdays.

- TO DO** Margaret to send out memo on the video and all comments on the video production to go to Margaret.

VI. Confirm liaison to key committees to get input on alternatives.

- Jim indicated that the council of aging would like to be more involved with the Acton 2020 process.
- It was suggested to place a feedback poster for Acton 2020 in the senior center with the topic "senior center and or community center".
 - TO DO** Margaret to attend the May 19th school committee meeting. Margaret to invite the school committee to the Acton 2020 June 23 outreach event.

V. June 23d meeting

- a. Discussion and confirm Alternatives
 - Jim Purdy (Planner's Collaborative) explained alternatives 1, 2 and 3 of the new draft document and related materials.
 - Jim Purdy (Planner's Collaborative) explained key features of alternative 1.
 - Roland suggested changes to some of the features and wording.
 - Jim S.G. suggested that the acronyms used be described for clarity.
 - Margaret suggested that an explanation of 40B be included in the materials.
 - Roland suggested that additional changes to the wording of bullets in Alt-1 page -2 be made.
 - Jim Purdy (Planner's Collaborative) explained the features of alternative -2.

The idea to Alt-2 is to limit the pace of residential growth, but not to change the type or size of the houses that are constructed.

Changes were suggested to the 1st paragraph of Alt-2
Roland suggested some changes to the positive and negative bullets.

Jim Purdy (Planner's Collaborative) explained the features of alternative -3.

Comments for Alt-3 to be emailed to Jim Purdy.

The names for each Alternative was finalized

- Alt-1 Dispersed development – continue current policies and trends
- Alt-2 Limited Change – expand commercial and buy open space
- Alt-3 Concentrated Growth – guide to growth of key town centers

10:30 PM Adjourn

The screenshot shows a web browser window displaying the Xerox DocuShare interface. The page title is "05-11-2011 Meeting Documents". The breadcrumb trail is: Home > Public Meetings > Acton 2020 Committee > 2011 Meetings > 05-11-2011 Meeting Documents Listing. The main content area displays a table of documents with columns for checkboxes, Type, Title, Owner, Edited, and Size. Below the table, there is a status bar showing the current document path: http://doc.acton-ma.gov/dsweb/Get/Document/33036/Acton%202020%20Minutes%20-%2001-27-11%20-%20Draft.pdf.

<input type="checkbox"/>	Type	Title	Owner	Edited	Size
<input type="checkbox"/>	00	05-11-2011 Acton 2020 Committee Meeting Agenda	kalexander	05/09/11	15 KB
<input type="checkbox"/>	010	04-27-11 Acton 2020 Committee Meeting Minutes - Draft	kalexander	05/09/11	24 KB
<input type="checkbox"/>	042	IV.b. - Acton 2020 Committee publicity on TV - email - 5-9-11	kalexander	05/10/11	15 KB
<input type="checkbox"/>	044	IV.e. - Scheduling for the May 2011 Workshops - 5-9-11	kalexander	05/09/11	401 KB
<input type="checkbox"/>	050	V.a. - Acton Alternatives - Draft - PC - 5-10-11	kalexander	05/12/11	201 KB
<input type="checkbox"/>	061	V.a. - Acton Alternatives - Symbol Matrix - Draft - PC - 5-10-11	kalexander	05/12/11	9 KB
<input type="checkbox"/>	052	V.a. - Acton Alternatives - Eval Matrix - Draft - PC - 5-10-11	kalexander	05/12/11	11 KB
<input type="checkbox"/>	054	V.b. - Acton Alternatives Agenda - Draft - PC - 5-11-11	kalexander	05/12/11	51 KB
<input type="checkbox"/>	058	V.b.i. - Acton's Uniqueness - PC - 5-9-11	kalexander	05/09/11	17 KB