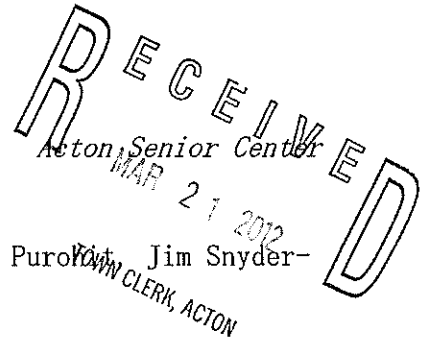


Minutes Acton 2020

2012 January 11



Attending:

Committee members: Celia Kent, Margaret Woolley Busse, Sahana Purohit, Jim Snyder-Grant, Charlie Mercier

Town Staff: Roland Bartl, Kristin Alexander

Consultants from the Collaborative: Daphne Politis, Jim Purdy

Previous Minutes:

Minutes of 10-19-11 approved? Jim S-G moves, Sahana 2nd. Unanimous.

Minutes of 11-2-11 approved? (Still missing).

Minutes of 1-4-12 approved? Accepted with some typos corrected. Jim S-G moves, Celia 2nd. Unanimous.

Discuss warrant item for Town Meeting:

What to have on warrant? Deeper than Goals +Objectives? Include plan concept? (currently called 'approach to guiding growth')? Every single action item? The entire plan? Pros & cons discussed, and past history reviewed. Topics included what creates the most useful conversation without getting bogged down in details, or creating nonproductive divisive controversies. This topic will be brought up again at a future meeting.

Finalize Executive Summary:

Reviewed what had changed from the last draft. New name for 'plan concept' = "Approach to guiding growth". Positively discussed using the new shorter forward that Margaret edited down instead of the longer forward. Add acknowledgements at end of forward. And the "purpose" language would be taken out of the box it is in now and added somewhere in forward or intro.

Many alternatives to the name "Plan Concept" discussed. Leading candidates were Roadmap and Map and similar variants.

If we go with the small forward, which has fewer details, we would need a short intro to the section currently called "Acton 2020 plan".

What kind of concept map would be helpful, to show the inter-relationships between the key concepts? Consultants are willing to try drafting it. Difficulty raised about fitting it in the page count. Max page count for executive summary discussed with no agreed on formal resolution.

(Sidebar on how believable it will be at town meeting that fewer bedrooms result in smaller households. The statistics are quite compelling, but there is some skepticism in town about this, even on the committee. Reviewed how the committee explored this question during the element inventory phase.)

There's a new graphic that describes the contents of the plan. That would get changed to a couple of sentences as part of the new short intro. And some of the other language squeezed out of the forward could be part of the intro.

Change 'inevitable' growth → 'expected' growth. Some bolding & other small changes.

Additional changes and rearrangements & edits discussed & noted by consultants for next version to be drafted over the next few days.

Review committee calendar/project countdown:

Added back the possibility of the Jan 25 meeting. Talked through some possibilities of how we might get through the big implementation plan review, such as splitting up in to smaller groups. Decided to have each committee member review the portions they are responsible for, after the 18th when edits organized by Jim S-G will be integrated. Key points to review: See Also, Lead Committee Owner, Priority, Ripe, and any badly inconsistent, awkward or wrong language.

Other committee meetings to review 2020 exec summary, etc:

- i. Planning Board Jan 17th? YEP.
- ii. FinCom-Jan 24th YEP.
- iii. Board of Selectman- Still TBD end of Feb, beginning of March.
Should we add School Committee? (No, just send courtesy email)

Brainstorm publicity plan:

Feb 15 - notice to all boards and committees: Exec summary, Link to full plan, link to their action items.

Goal: Let as many residents know as possible that plan is ready, and gain as much support as possible via education and persuasion. Media messages (very rough summary):

- The plan is based on years of input from thousands of citizens.
- Here are the key themes.
- We have a plan so we can be proactive not just reactive: it's a roadmap that presents a plausible way to move towards where the town wants to go.
- Any big expenses or law changes are separate votes.

Reviewed draft conceptual two-pager from Daphne. Similar key points: plan almost done, here's what a plan is and isn't. Here are the main concepts and themes, phasing is a key part. (Made some specific edits, and suggestions, Daphne to present another draft)

Discussed some of the types and content of possible opposition to the plan, and how to address those concerns. Some has been done during the development of the plan, since we have been listening as we go, and since our committee has connections to some of the groups and people that may likely be vocal about the plan at town meeting. Feedback has improved the plan immensely. Now we need to start shifting to communicating what the plan is as a result of all that work and all that feedback, and to start asking for support.

Discussed traffic, for example, and cost/benefits of various items, and would Kelley's corner be too crowded, and other topics and brainstormed pros & cons and possible talking points. For example: Is there a way to do a sanity check on the capability of a TDR plan? Discussed the many levers available to adjust such plans, to increase or decrease incentives, and balance sending areas and receiving areas.

Show movie again - at public meeting?

Electronic communication-when and what to send to "friends" and others:

Probably a version of the two-pager from Daphne would be good, and links to the plan. We need to get the full plan online. Best would be a compelling online version. At minimum, get PDFs online.

Discussed other ideas to drive traffic to website and interest in March meeting and Town Meeting.

Other forms of communication-Council on Aging newsletter, others? Paulina to be recruited to get a notice about the March meeting in to the CoA newsletter.

Begin reviewing implementation plan details:

Spent a few minutes reviewing implementation plan, and how to go through it.
 Conclusions: Final details won't be ready for this phase - this will continue in the implementation phase. Lead/Priority/Ripe are the key fields that will show up in the printed version. Change timing to Ongoing/Short/Medium/Long (and keep many blank). Will be ready for committee review by the 18th - Drafts of these fields will be complete. Committee reviews their goals between then and 25th.

Adjourn? Moved by Charlie/ 2nd by Sahana / Unanimous (10:13 PM)

The screenshot shows an Internet Explorer browser window with the address bar displaying 'http://acton-ma.gov'. The page title is '01-11-2012 Meeting Documents'. Below the browser interface is a file list with columns for checkboxes, Type, Title, Owner, Edited, and Size. Each row includes a file icon, a checkbox, and a dropdown arrow.

<input type="checkbox"/>	Type	Title	Owner	Edited	Size
<input type="checkbox"/>	PDF	00 - 1-11-12 Acton 2020 Committee Meeting Agenda	kalexander	01/10/12	111 KB
<input type="checkbox"/>	PDF	010 - I. - 1-4-10-11 Acton 2020 Committee Meeting Minutes - Draft	kalexander	01/11/12	54 KB
<input type="checkbox"/>	PDF	014 - I. - 1-4-12 Acton 2020 Committee Meeting Minutes - Draft	kalexander	01/11/12	127 KB
<input type="checkbox"/>	PDF	030 - III. - Plan Foreword - JSG - MWB edits (clean version) - 1-10-12	kalexander	01/11/12	33 KB
<input type="checkbox"/>	PDF	031 - III. - Plan Foreword - JSG - MWB edits (marked version) - 1-10-12	kalexander	01/11/12	51 KB
<input type="checkbox"/>	PDF	032 - III. - Executive Summary E-mail - JP - 1-11-12	kalexander	01/11/12	2 MB
<input type="checkbox"/>	PDF	034 - III. - Executive Summary - Draft - 1-10-12	kalexander	01/11/12	2 MB
<input type="checkbox"/>	PDF	040 - IV.a. - Proposed Project Countdown - KA - 1-4-12	kalexander	01/11/12	45 KB
<input type="checkbox"/>	PDF	042 - IV.a. - 2012 Meeting Calendar	kalexander	01/11/12	13 KB
<input type="checkbox"/>	PDF	050 - V. - Article - Getting Ahead of the Opposition - Planning - July 2011	kalexander	01/11/12	3 MB
<input type="checkbox"/>	PDF	056 - V.c. - Acton Narrative - Draft - 1-11-12	kalexander	01/11/12	35 KB
<input type="checkbox"/>	PDF	060 - VI. - Goal 1 Draft Implementation Plan & Sample Action Item E-mail - JSG - 1-10-12	kalexander	01/11/12	193 KB
<input type="checkbox"/>	PDF	062 - VI. - Goal 1 - Draft Implementation Plan - 1-10-12	kalexander	01/11/12	141 KB
<input type="checkbox"/>	PDF	064 - VI. - Sample Action Item (Showing All Fields) - 1-10-12	kalexander	01/11/12	53 KB