



Acton 2020 Implementation Committee - Minutes

Date: February 13, 2013, 7:00 pm

TOWN CLERK, ACTON

Location: Town Hall, Rm 204

Attending: Kristen Domurad-Guichard (Planning Dept); Roland Bartl (Planning Dept); Margaret Woolley Busse, Celia Kent, John (Celia's husband); Mike Shailer, Kat Hudson (minutes taker); John Sonner (BoS liaison); Ken Sunberg (KC property owner); Betty Sunberg (Ken's wife), Bill Mullin (presenting on Morrison Farm); Brewster Conant (resident); Eunis Kim (consultant from Cecil Group)

I. Presentation by Bill Mullins for a Living History Park at Morrison Farm

- Gave history of area.
- Talked about the vision - capturing nature and all people in Acton can enjoy this area through history, exercise, nature and community.
- Discussed the elements - trails, infrastructure, meadows/fields, ice house area, Robbins Memorial & Homestead, forest, organic farms, playing fields and the Morrison Nature and History Center.
- Cost - \$2.8MM. Funds requested from CPC / CPA funding. Bond mostly (\$190 per yr max). Friends of Morrison Inc has also raised funds.
- Project has a lot of Town support.
- Needs 2/3 vote at Town Mtg.
- Asked for 2020 letter of support to CPC in advance of 2/15/13 CPC meeting.
- Committee voted unanimously to write a letter of support.

II. Approve minutes from 1/16/13 and 1/30/13

- 1/16/03 Celia made Motion. Mike 2nd. All in favor.
- 1/30/13 Kat made Motion. Mike 2nd. All in favor

III. Committee membership/outreach

- Theresa Hoggins submitted application as 2020 associate member.
- Chris Starr is submitting application for membership.
- Sahana is considering coming back.
- February 25th is the next VCC meeting for approval.

IV. Website update

- Mike made all changes to website that Committee had previously discussed.
- Mike commented that he felt like the home page needed changing especially the logo JPEG.
- Mike suggested we need to be doing more social networking. Twitter. Facebook.

V. Debrief DRB and ALG on Kelley's Corner capital request

- Celia said that when she left DRB she got the impression that the DRB was going to discuss with Dave Clough how to react to 2020 / Celia presentation. Which they did with their memo to Committee.
- Celia said she thought that the figures \$60,000 and \$192,000 respectively seemed imbalanced and somehow did not sit with DRB. The DRB did not think the \$60,000 figure would suffice. Margaret concurred that these figures didn't seem "right".
- Roland's input was that some of the \$192,000 will be used to support the baseline (existing conditions, analysis) of what is already there - more or less a quarter of that money.
- John commented that DRB (or at least Dave Clough) thought we needed consulting help on grant and that there is no money included in the \$277,000 for this. Celia disagreed and said she did not think the DRB raised this issue.
- Roland said that he is looking to hire team that deals with whole process and have them be the so called PM. Roland was not concerned with the \$277,000 put forth.
- Margaret asked if we should re-visit the breakdown of money 60 vs 192.
- Celia said even the DRB engineer said he thought it strange that there is such an imbalance between the two "buckets".
- Kat suggested using the total figure and then itemizing based on % of budget.
- Margaret recommends that Roland play with ways to represent the cost of what needs to be done and then present this at 2/20 DRB meeting and see if it passes the common sense test.
- No update on ALG per John Sonner.
- Margaret expressed concern that there is still an unknown as to whether \$277,000 is safe ? But won't know til late March.

VI. Discussion of March 7th Public Forum & February 27th Neighbor Forum

- Eunis asked what does 2020 want from the 3/7 meeting.
- Margaret said we want the meeting / public forum to be educational and to address questions and concerns. It is not a time for public input on design or elements of Kelley's Corner.

- John suggested that we get the high level sense from people about their priority ideas for KC.
- Next steps and ways in which neighbors can be involved. Looking to recruit a KC Subcommittee.
- Eunis said it is clear we need to revise the agenda and pull back the “visioning” part of the public forum.
- Chris mentioned a “2nd life” (3D virtual world) possibility.
- Roland suggested that we might bring out case studies of what other communities have done.
- Eunis talked about the Visual Preference Survey... people rank what they see.
- Chris didn’t think the VPS was the right tool for this meeting at this stage.
- Chris suggested what needs to be shown to attendees is increase in tax base for example - what are the benefits.

Objective of March 7th night:

- Informing attendees of where we are going and what we are looking to do - talk about process.
- History & Context
 - Offer up a tool for giving people a visual for the potential for KC. e.g. case studies - like Belmont. To give people a sense of process for change. (Roland suggested it could be a case study that is partially implemented)
 - John suggested you want case studies that show a project gone wrong...Committee concurred.
 - Committee concurred that Q&A portion would come at very end.
- Objective of February 27th night question arose. Would like it to be like the meeting on 7th. Is it possible to have The Cecil Group? Eunis said she’d follow-up.
- John Sonner asked Sunbergs for their feedback.
- Ken Sunberg thoughts were that yes it’s very important to let people give feedback.
- Ken thought that the whole process hinged on the business owners desire to change their buildings but not necessarily needing to if their business is doing fine without.
- Betty said they invited the neighbors before they did their renovation at Sorrento’s building to get feedback and that they did tweak their plans based on that feedback.

- She said 55+ are not going to want to see change. They just don't like change. She brought up the Henley Rd development. She said it really bothered people that they were not included in the process or informed of what was going on.
- Betty said older people cannot be reached by social media. Betty suggested televising Acton 2020 meetings.

VII. Discuss preparation for Kelley's Corner outreach

- Kelley's Corner Slogan revised - The Corner that Connects Us. Committee likes.

Neighborhood mailer:

- Committee hashed over a bit and Kristen will re-work with different photo(s) and try to make the invitation stand out more. Mike also pointed out that we need to take out the lingo that does not apply to the agenda for the night.

Town-wide mailer:

- Committee decided not to do mailing for March 7th public forum. Too expensive and maybe overly assertive. Alternative is to do postcard and put around town at strategic places, email and social media.
- Chris Starr proposed using Constant Contact for email communications. Kristen looking into it.
- Celia said the tone of flyer is not quite right. Needs to be better balance.
- Chris said including \$277,000 not a good idea. The flyer and postcard just really needs to be an invite with few words and grabbing to the audience.
- Kristen will rework.
- Recommendations to post to Patch, Beacon, 2020 website, Facebook, Acton TV, Action Unlimited

FAQs Sheet -

- Discussed whether putting in "town center" a problem. Committee decided it wasn't.
- Committee discussed making sure to post on website.

Letter to Business Owners

- Looked good as is.
- Kat is keeping track of KC business stakeholders at google docs.
- Kat asked Committee members to go to spreadsheet and put down any contacts they have with the local businesses that might be key contact for business.
- Kat to email 2020 with this "to do"

Meeting Adjourned 10:50pm.