



Kelley's Corner Steering Committee

Meeting Minutes

22 October 2020

7:30 pm

Zoom Video Conference

Present	Andy Brockway (chair), Bob Van Meter, David Manalan, Dean Charter, Derrick Chin (PB), Jon Benson (BoS), Larry Kenah (clerk, EDC), Pat Clifford, Peter Darlow (DRB)
Not Present	Christi Andersen (FinCom), Erin Bettez
Town of Acton	Kristen Guichard

Mike Majors (FinCom and EDC) and Sahana Purohit (Zoom audio only) also attended the meeting.

Opening

Andy Brockway opened the meeting at 7:33 pm.

Prologue

All open meetings in the Town of Acton that are supported by the Zoom application must begin with a prologue that provides the legal context for the meeting. Andy Brockway recited the prologue, reproduced here.

Good evening. It is 7:33 pm. This Open Meeting of the Kelley's Corner Steering Committee is being conducted remotely consistent with Governor Baker's Executive Order of March 12, 2020, due to the current State of Emergency in the Commonwealth, and the Local State of Emergency declared by the Acton Board of Selectmen and Board of Health due to the outbreak of the COVID-19 Virus.

In order to mitigate the transmission of the COVID-19 Virus, the Board of Selectmen have suspended all public gatherings, and in accordance with the Governor's Order all members of public bodies are allowed and encouraged to participate remotely.

The Governor's Order, allows public bodies to meet entirely remotely so long as reasonable public access is afforded so that the public can follow along with the deliberations and/or Board/Committee votes of the meeting.

Ensuring public access does not ensure public participation unless such participation is required by law. This meeting may feature public comment.



For this meeting, Kelley's Corner Steering Committee is convening by video conference via Zoom App as posted on the meeting agenda Town's Website calendar identifying how the public may join.

Please note that this meeting is being recorded, and that some attendees are participating by video conference. Accordingly, please be aware that other folks may be able to see you and anything that you broadcast may be captured by the recording.

All of the materials for this meeting except for executive session material, which we do not have, are available in the public DocuShare folder, and we recommend the members and the public follow the agenda as posted unless the Chair notes otherwise.

We are now turning to the first item on the agenda. Before we do so, permit me to cover some ground rules for effective and clear conduct of our business and to ensure accurate meeting minutes.

I will introduce each speaker on the agenda (if applicable). After they conclude their remarks, the Chair will go down the line of Members, inviting each by name to provide any comment, questions, or motions. Please hold until your name is called. Further,

Please remember to mute your phone or computer when you are not speaking.

Please remember to speak clearly and in a way that helps generate accurate minutes.

For any response, please wait until the Chair yields the floor to you, and state your name before speaking.

If members wish to engage in colloquy with other members, please do so through the Chair, taking care to identify yourself.

For Items with Public Comment ...

After members have spoken, the Chair will afford public comment as follows:

The Chair will first ask members of the public who wish to speak to identify their names and addresses only after first being recognized by the Chair, and will be afforded two minutes for their comment or question.

Finally, each vote taken in this meeting will be conducted by roll call vote.

At this point, the remainder of the meeting began.

Meeting Minutes

One change was made to the draft minutes from the KCSC meeting that took place on 23 June 2020.

- The "Documents and Exhibits ..." section at the end of the minutes was updated with a correct link and contents.

With this change, the minutes were unanimously approved via a roll call vote.



New and Special Business

Project Updates

100% Plan

- The 100% plan will be submitted tomorrow (that is, on 23 October 2020).
 - There were some changes in details associated with the Phillips 66 gas station on the corner.
- The right-of-way plan follows.
- Offer letters will be sent in February 2021.
- GPI's next step is to reply to comments from MassDOT.
- The 100% plan will be posted.

Walls

- Peter Darlow asked what the walls will look like.
- There are lots of details. The walls are all different.
- Kristen suggested that we look at the landscape design.

Other

Kristen reported that folks from the Redstone condos are asking about what things will look like during construction. In particular, what about parking?

Temporary Wayfinding and Branding

While construction is taking place in Kelley's Corner, there will be signs that direct motorists and pedestrians to safely navigate the areas under construction. The town hired a branding consultant to suggest different themes for these signs. The results are contained in the document titled

KC Temporary Wayfinding/Branding Theme Idea Boards

that can be found in the docushare folder that contains supporting documents for this meeting. (See directions to this folder listed at the end of these minutes.)

The purpose of this discussion is for the committee to select from among the themes, characterized as

- Moving in Positive Directions
- Complete Makeover Edition
- Welcoming Acton Home
- Bringing Us Together

The fourth theme is "based on Sesame Street and the actor who played Big Bird and Oscar the Grouch, Caroll Spinney".



Discussion

The committee enjoyed a wide-ranging discussion about the various themes including a distinction between the themes (look and feel) and the message content. Most themes had several supporters. The Sesame Street theme was especially popular but also raised a couple of concerns.

Andy Brockway pointed out that Carroll Spinney could be associated with anywhere in town and not just in Kelley's Corner. Andy has stressed throughout the project that we establish an identity for Kelley's Corner and he felt that the Sesame Street theme did not accomplish that. He suggested that we include images of the future of Kelley's Corner.

Mike Majors, one of the leaders of the effort to remember Mr Spinney as an important member of the town, also was concerned about the Sesame Street theme getting associated with the construction project. Dean Charter pointed out that one of the Select Board's long-term goals is a Carroll Spinney memorial.

The second theme (see the pictures) did not get much support. Word like "Doesn't speak to me at all" and "too abstract" tell the story.

Later in the discussion, the conversation shifted from themes (look and feel?) to content and delivery. Someone reminded us that message signs like these will stay with drivers for a few days and then disappear into the background. Several members suggested that key messages be changed on a regular basis and especially when the project moves from one major phase to the next. Pat Clifford pointed out that many groups put messages onto A frames in Kelley's Corner. She suggested that A frames are a simple way to deliver changing messages to motorists.

Conclusion

As the discussion continued, more and more members gravitated to the first theme, perhaps the simplest of the four.

Kelley's Corner Capital Items

We discussed two capital items that will appear on the town meeting warrant in Spring 2021.

- Pedestrian lighting
- Permanent wayfinding

Pedestrian Lighting

MassDOT does not pay for pedestrian lighting so the town must decide what it is willing to pay for. The cost has increased to \$981k (for 89 light poles spaced every 100 feet). Andy Brockway pointed out that if there is no pedestrian lighting, MassDOT would do the bare minimum. In response to a question, we learned that MassDOT will pay for the underground infrastructure (electrical power, cabling, and all that).

Some of the discussion focused on what steps we could take to reduce the costs. The landscape design workshop selected a middle-of-the-road light fixture. Spacing between lamps is already at its limit. Wider spacing requires that the lights are higher off the ground where interference from trees become an issue.



Pat Clifford asked about why we needed to make the lighting decision at the 2021 town meeting. The reason is that decisions like this need to be made as early as possible so that plans do not have to be changed yet again.

Jon Benson reminded everyone about the \$450k that was voted for by an earlier town meeting but never spent because the state stepped in and assumed the remaining engineering costs. But Jon also pointed that we are facing two tough budget years.

Permanent Wayfinding

Kristen talked about an effort to improve wayfinding (How do I get from where I am to where I want to go?) for the entire town. Kelley's Corner is only a part of this effort. The town has already applied for a grant that would support only design.

Other Items

Andy Brockway told the committee about a project that will use parts of some of the trees that will be removed during the infrastructure improvement. The examples that he gave were a table for the library or a table for one or more schools. An artist might create a wood sculpture. The GPI plan would include one tree as an example.

Dates, Next Meetings, and Adjournment

There is no next meeting scheduled for the committee.

The meeting adjourned at 9:10 pm. The vote to adjourn, conducted as a roll call vote, was unanimous.

Documents and Exhibits Used during This Meeting

The agenda for this meeting and the draft minutes reviewed and approved at this meeting

- [10.22.20 KCSC Agenda.pdf](#)
- [DRAFT KCSC Meeting Minutes 23 June 2020 Rev 1.pdf](#)
- [KC Temporary Wayfinding/Branding Theme Idea Boards](#)

can be found at

<http://doc.acton-ma.gov/dsweb/View/Collection-12821/>