



Master Plan Steering Committee
Tuesday, January 19, 2016 at 5:15 p.m.
The Visitor Center, 14 North Street

MINUTES
Approved 2/16/2016

I. Call to Order

The meeting was called to order at 5:15 PM.

II. Roll Call

Present: Melissa Richmond, Andy Lafreniere, Abigail Carman, Nick Koloski, Dave Putnam, Richard Wahrlich, Jim Feleen, Eileen Skowronski

Absent: Deb Matteau, Bill Carpenter, Marilyn Harris, Ernest Montenegro

Staff: Nancy Merrill, Director of Planning & Development, Zach Williams, Business Development Coordinator

III. Minutes

Motion: To accept the minutes of the December 15th meeting as written.

Made by: Mr. Koloski **Second:** Ms. Richmond

Vote: Unanimous in favor

IV. Business

- **Master Plan Community Visioning Session**

The survey questions will help guide the visioning session. There will be two forums – one at the beginning of the process and one at the end. The committee set Thursday, March 3rd as the date for the first forum. Food will be served from 5:30 PM – 6:00 PM. The forum will begin at 6:00 PM. Ms. Merrill will work on finding a suitable location. She and Mr. Williams will create marketing statements for the forum for publicity.

- **Community Survey**

Ms. Merrill had given the committee samples of surveys from several New Hampshire communities. She directed the committee to page 108 of the current Master Plan for the Vision Statement, which, she said, she was not looking to change.

The committee reviewed each of the sample surveys, describing what they liked and didn't like about each one. Discussion points included:

- ❖ The use of demographics, pro and con; if desired, limit it to four basic questions; if any more than that, they should be placed at the end of the survey.

- ❖ Keep the format simple (e.g. Newport’s was confusing with having to rotate the paper to read the choices)
- ❖ Be careful not to “lead” to desired answers – use specific language in questions, but leave room for open-ended responses.
- ❖ Include “other” and “don’t know” choices.
- ❖ Keep the survey short
- ❖ Should surveys be designed for specific topics and directed toward specific groups? E.g. housing survey directed toward realtors, housing authority, etc.
- ❖ Should there be questions on the survey for each chapter of the Master Plan?
- ❖ The best outcome will be substantive data.
- ❖ The Grantham survey provided context before each group of questions, which the committee liked.
- ❖ Avoid asking questions that the average respondent would be unable to answer.
- ❖ Avoid questions that are directed toward management of departments and services (i.e. asking respondents to rank municipal services).
- ❖ Include questions regarding place of employment (location not name) for “commute in vs commute out” data.

Ms. Merrill will email the draft survey to the committee by February 9th. Comments and questions can be emailed to the Department in preparation for the February 16th meeting. The survey will be finalized by February 23rd.

V. Correspondence

- Sample *Chapter* Vision Statements – Lebanon
- Sample Community Surveys – Grantham, Goshen, Newport, Weare
- What Makes a Good Plan, NH Office of Energy & Planning
- 2007 Agenda for Master Plan Visioning Session
- 2007 Breakout Group Topics for Visioning Session

VI. Other

VII. Adjourn

Motion: To adjourn the meeting.

Made by: Ms. Richmond **Second:** Mr. Wahrlich

Vote: Unanimous in favor

The meeting adjourned at 6:10 PM.

Respectfully submitted,
deForest Bearse