TOWNWIDE MASTER PLANNING COMMITTEE

July 25, 2019
MINUTES

Members Present: Jay Duncan, Chair, Roberta Lynch, Jerry Potts, Matt Triest, Laurel Scotti, Cynthia Greene, Mary McCarthy, Jessica Reilly, Mike Pastore, William Harvey, Pete Peterson, Sarah Raposa, Ex Officio
Members Absent: Teresa James, Tom Erb, Kevin Ryder, Philip Stashenko, Sean Kay, Kristine Trierweiler, Ex Officio
Location: DPW conference room
Call to Order: 7:01 PM

7/16/19 Minutes
William Harvey made a motion to accept the minutes, Matt Triest seconded. All in favor.

Introduction of the Community Circle representatives and the committee
Martha Lyon and Jeffrey Maxtutis provided a brief intro and background. Committee members were asked to share who they were and favorite places/features of town and why. Themes/favorites included from members included conservation, open space, neighborhood feel, family oriented, schools, sense of community, art and music/Zullo Gallery, senior center, state hospital land/opportunity/trails and space, transfer station, Rocky Woods, generational change/opportunity, downtown/gazebo area, volunteerism/spirit, small town feel but more, great local restaurants, and holiday stroll.

Branding for the Master Plan
Martha Lyon discussed the idea of creating a brand for the plan: image and tag line to capture the process we’re going through. A handout was given to the committee on Branding and reviewed with members. Needs to be unique, help message about master planning (why it’s important), engaging, and seeks to elevate the process.

Martha Lyon framed the discussion by asking what colors represent the town? Images? Words? Font? Various examples were shown from handout. Options to develop: Engage the school/competition. Concerns voiced about timing.

Timing for branding: Medfield Day (Sept 14th) is a key milestone to have the branding in place. Suggestion from William Harvey for Senior Center to participate, Roberta thought it would be appreciated. Other graphic designer options discussed. Friend or relative to produce options, or crowdsourcing. Discussion to reach out to Bill Pope or Jean Mineo, Ed Foster for ideas to the art community.

Themes suggested by the committee: Jess suggested open space, Charles River, others mentioned Town Hall and Clock, Village Center, Gazebo, Building the Future Together, Roberta suggested Tom Sweeney (Medfield artist) who may have Town Hall sketch or other art work to consider. Other themes to consider were: Open Opportunities, Open Future… Sarah to send link to Google Doc to collect ideas with two days to solicit ideas from members.

Discussion ensured on process. Suggestion made to have a subcommittee. Jay, Jess, Jerry Roberta. volunteered. Meeting at Senior Center, July 31st @ 7PM suggested to have the subcommittee review the ideas collected and narrow down options. Sub-committee will make recommendations at the next committee meeting. Martha noted the logo needs to be flexible to work in a variety of delivery formats.
Motion to establish subcommittee with Jay, Jess, Jerry and Roberta to vet logo/themes/tag lines. Jess motion, Bill seconded. All were in favor.

**Committee Member Roles**
Consultant suggested working groups matched to each of the seven elements of the plan. Roles will cover:
1) Help consultants contact people, direct towards resources
2) Review inventory chapter for each element
3) Develop participation plan with consultant
4) Public forums (3 of them) to encourage attendance. Any networking group, pass information to spread the word and get attendance
5) At the forums: assisting to facilitate conversations, providing food, additional activities (music, photography, child care, etc...), collect/solicit raffles items to encourage attending and staying.

**Communication with Consultant**
Unsolicited feedback for consultant to go through Sarah. Consultant will reach out to members as needed in meeting and through the working groups.

**Leadership Interviews**
Working Groups: Identify key leaders for interviews. Sarah started the list for the driving tour, committee should review and add additional names. Consultant will set up two to three days and schedule interviews. Time frame is September/October. Can do 6 one-hour meetings in a day, may group certain areas (fire, police). Details to be discussed at next meeting.

**Medfield Day**
Shared background with consultants, Booth 80 will be the location. Ideas for collateral at the booth: Business card with logo, directions on how to provide input, handout/explains the process, agenda items and meetings, trifold handouts. Sarah mentioned the idea of favorite places and selfies… no motion made for that idea. August 29 meeting, we should decide on date of first public forum so it can be promoted at Medfield Day. Other promotion discussed: Local newspapers, Medfield TV,

Press contacts: Jay stressed we need a process to be in place. Communication sub-committee should be formed, on agenda for discussion at next meeting. All communication to press and public will come from the committee members.

**Scheduling**
Consultant cannot meet Oct 24th, looking for alternative dates. Suggested dates to move meeting: November 21st and December 19th-but still up in the air. Will check with consultants for open dates and Sarah will send a Doodle poll to members after getting possible dates from consultant team.

**Next Meeting**
Date changed from August 22nd to Aug 29th for bus tour and meeting. Tour will start at noon, meeting later. Will cover community outreach and the schedule for the first forum. Also, will discuss setting up leadership interviews and details of Medfield Day.

**Adjournment**
Motion to adjourn by Laurel, Roberta second. All in favor. Meeting Adjourned at 8:36 p.m.

Respectfully Submitted,
Jerry Potts