

Draft

Acton 2020 Committee Minutes

Date: May 11, 2011, 7:00 pm

Location: Town Hall, Rm 204

Attending: Jim Purdy (Planner's Collaborative), Daphne Politis (Planner's Collaborative) Margaret Woolley-Busse (Chair), Sahana Purohit (full member), Kristin Alexander (staff), Jim Snyder-Grant (full member), Celia Kent (full member), Bill Marathias (full member minutes taker), Clint Seward (Fincom Rep), Roland Bartl (staff) Charlie **XXXX** (new Full member).

II. Approve minutes from 4-27-11

Minutes of April 27 -- Approved Unanimously.

III. Update on blog

a. Review comments

Jim S.G. reviewed blog comments. Discussed Patch guest blog and the linking of the Patch blog to the Acton 2020 blog.

Margaret and Clint suggested that we link the blogs to the Acton forum.

Possibly add blog/contact The Beacon.

-TO DO Margaret to contact the beacon regarding the Acton 2020 blog.

IV. Flesh out the publicity

Margaret suggested that we to attract a broader group of Acton residents to include, in the proceedings, other than the individuals that have attended the past outreach events.

a. Specific group outreach

i and ii The follow-up on contacts already made and agree on who is emailing whom/what is on hold for a later time but will be based on the past assignments.

b. Agree on cable/video strategy

Dissuasion on creating a video to publish on various media outlets took place. Margaret confirmed that Dean Cavetta will help to make the video and Ron Zimmerman from the local cable TV channel will train us on the process to make the video.

The Video(s) will consist of 3 one minute segments

A possible day to make the videos was agreed upon as May 21.

The videos would be sent a few weeks in advance of the June 23 outreach meeting.

The 3 videos could include

- a Walk though Kelly's Corner

- about Acton open space

- about Acton Neighborhoods

- TO DO Bill and Margaret will be involved in the production of the videos on MAY 21.

The videos would also include a protagonist and possibly a teenager. Several people were suggested for these roles by the committee members.

There was a general consensus about the production of the video by the committee.

c. and d.

-**TO DO** Jim, Celia will attend the Relay for life event to advertise the Acton 2020 outreach. In addition Sahana and Paulina may attend.

- **TO DO** Jim and Celia will attend the May 22nd May fair/ farmers market event to advertise the Acton 2020 outreach.

- **TO DO** There will also be an Acton 2020 booth/presence at the West Acton Library opening. Margaret will man the booth possibly on certain Tuesdays at 3 PM and on certain Thursdays at 10 AM. This will coincide with certain children's activities at the library.

- Celia suggested that there can be children's activities at the booth in the library while speaking to the parents.

-**TO DO** Margaret will hand off the library booth responsibilities to Charlie. The Materials at the library should include information about the June 23d outreach event. Dates for the library should include June 2, 10 AM and Tuesday at 7 PM.

-**TO DO** Kristen will look into the blinkie board 3 weeks before the June 23d event. Will also look into the possible reuse of the old Acton 2020 banner (to see if it was repatched and is currently usable) for the route 27 hanging area. Kristen to help out on the video on weekdays.

-**TO DO** Margaret to send out memo on the video and all comments on the video production to go to Margaret.

VI. Confirm liaison to key committees to get input on alternatives.

Jim indicated that the council of aging would like to be more involved with the Acton 2020 process.

- It was suggested to place a feedback poster for Acton 2020 in the senior center with the topic "senior center and or community center".

-**TO DO** Margaret to attend the May 19th school committee meeting. Margaret to invite the school committee to the Acton 2020 June 23 outreach event.

V. June 23d meeting

a. Discussion and confirm Alternatives

Jim Purdy (Planner's Collaborative) explained alternatives 1, 2 and 3 of the new draft document and related materials.

-**TO DO** Daphne Politis (Planner's Collaborative) will explore the best tools the town can use to attract retail business –what best for Acton.

Jim Purdy (Planner's Collaborative) explained key features of alternative 1.

Roland suggested changes to some of the features and wording.

Jim S.G. suggested that the acronyms used be described for clarity.

Margaret suggested that an explanation of 40B be included in the materials.

Roland suggested that additional changes to the wording of bullets in Alt-1 page -2 be made.

Jim Purdy (Planner's Collaborative) explained the features of alternative -2.

The idea to Alt-2 is to limit the pace of residential growth, but not to change the type or size of the houses that are constructed.

Changes were suggested to the 1st paragraph of Alt-2

Roland suggested some changes to the positive and negative bullets.

Jim Purdy (Planner's Collaborative) explained the features of alternative -3.

Comments for Alt-3 to be emailed to Jim Purdy.

The names for each Alternative was finalized

Alt-1 Dispersed development – continue current policies and trends

Alt-2 Limited Change – expand commercial and buy open space

Alt-3 Concentrated Growth – guide to growth of key town centers

-TO DO Margaret to work on first paragraph description of Alt-3.

10:30 PM Adjourn