

Acton 2020 Committee

DRAFT MINUTES

01/30/2013

7:30PM-10:00PM

ACTON TOWN HALL ROOM 126

CHAIR	Margaret Woolley Busse
NOTE TAKER	Michael Shailer
ATTENDEES	Dave Lungert, Teresa Hoggins, Marian Maxwell, Katie Green Margaret Woolley Busse, Celia Kent, Michael Shailer, John Sonner, Roland Bartl, Kat Hudson, Kristen Domurad-Guichard

Action Items

- Create FAQ/Invitation for February 27th meeting – Kristen/Roland
- Obtain spot on public meeting agenda for March 6th or March 13th – Roland to confirm with Steve Cecil, will invite businesses
- Roland will call Ann Chang for neighborhood outreach
- Roland will reach out to Lou Levine
- Obtain presentation spot at DRB meeting – Celia will attend DR, requested presentation for Feb 6th or Feb 20th
- Reach out to FinCom for next steps – John
- Reach out to School Committee – John
- Appoint attendees for EDC meetings (2/7, 2/21, 3/7)
- Draft flyer – Kristen
- Update Website – Mike
- Collect list of KC contacts for letter distribution – Kat

Notes

- Approved minutes from January 9th
- Board of Selectmen (BoS) Budget Review
 - Steve Ledoux performed brief summary of budget review
 - BoS voted to include \$277k Acton 2020 request in FY__ budget
 - Janet raised questions/doubts, including:
 - Traffic
 - Aging infrastructure
 - Not enough public outreach
 - Need to focus on due diligence for process
 - Questions raised: \$60k for design, including discussion of necessity, redundancy and target for capital request
 - Kat noted disconnect between meetings and media
- Margaret summarized Acton 2020 history, and reviewed goals/actions
 - Reviewed capital request for Kelley's Corner
 - Reviewed MassWorks grant
 - Ripe Apples : Regionalization, Technology
- Roland updated that he had spoken to Doug Tindell
 - Interest in Acton 2020 request and provided further feedback and questions
- Addressing **Stakeholder Outreach** Discussion
 - Topic raised by Janet; Mike Gowing supported stakeholder outreach, noting that 2020 approval doesn't automatically engender support
 - Margaret agrees committee should focus on outreach
 - Factors to address:

- Need to answer the why now and what are we doing
 - Tackle value of open space and TDRs
 - Resistance to Change
 - Burnout from past attempts; fear of repeat of past failure
 - Perception of asking for too much money
 - Lack of certainty about MassWorks grant
 - Traffic
 - No Control of property
 - We do have influence
- Define scope
 - Reach out to those potentially impacted
 - Condominiums
 - Local residents, abutters
 - Businesses
 - Also reach out to town as a whole
 - Need to continue to recruit - Subcommittee to be formed, Acton 2020
 - John Sonner notes need to continue outreach to Acton town committees
 - ALG, BoS, FinCom, OpenSpace, Planning, Design Review Board, EDC, School Committee (direct impacts)
 - BoS letters confirmed sent from
 - Bueno y Sano
 - Edens
 - Goals:
 - Get broad support that will show up to town meeting
 - Small neighborhoods can turn out and affect vote
 - Get initial feedback and obtain support
 - Gather feedback during Design phase
 - Business Outreach:
 - Chris reached out to Dave Clough
 - Roland will call Lou Levine – Lawyer on corner
 - Roland will call Ann Chang for neighborhood outreach
 - Cecil Group: urban planner, assisted with scope of grant request
 - Kristen confirmed Cecil Group available for public outreach effort
 - Can help with public meeting
 - Request local businesses to provide email for business-focused updates on project. Target businesses/contacts:
 - Sorrentos, Ken Sundberg
 - Acton Dental, tbd
 - Chiropractor, tbd
 - Quill and Press, tbd
 - Sunoco, Vinny Cutone
 - Extend invitation to public meeting
- Timeline: 4 regularly scheduled meetings till town meeting
 - February 27th meeting: Invite neighbors
 - Create FAQ
 - Kristen and Roland will pull together
 - Contacting neighbors
 - Flyer for vision
 - Need to design, need catch phrase, branding
 - Mailing can be done – Kelly Rd, Nadine, Prospect St, Red Stone Condominiums, Town House Condos, Prospect St. etc

- Public meeting goal: March 6th or March 13th
 - Roland will check with Steve Cecil on availability for March
 - Will invite businesses
 - Celia will attend DRB meeting and see if we can present for Feb 6th or Feb 20th
 - John will reach out to FinCom for next steps
 - EDC (2/7, 2/21, 3/7)
 - Need to decide who can attend
 - John will reach out to School Committee
- Flyer
 - Acton 2020 - Need to facilitate public process
 - Focus on clear bullet points/objectives
 - Ideas/Slogan for the project
 - Take back Kelley's Corner
 - Reinvent KC
 - KC Renaissance
 - Our Town
 - Choose your own Acton
 - Gateway to Acton
 - Heart of Acton
 - KC connecting Acton
 - Turn a corner at Kelly's corner
 - Turning Point
 - KC - Turning towards tomorrow
 - We need a synonym for transform that starts with "C"
 - Acton's tomorrow hinges on today
 - Building community, character, connections
 - Cherish, cultivate
 - Paving a path
- Small Grant Update
 - Roland – still have not heard about small grant
 - Town Hall is preparing to defend budget at town meeting

Next Meeting Agenda

- Review FAQ
- Review Flyer
- Letter to business/property owners