

Acton 2020 Committee

DRAFT MINUTES

03/13/2013

7:30PM-10:00PM

ACTON TOWN HALL ROOM 204

CHAIR	Margaret Woolley Busse
NOTE TAKER	Michael Shailer
ATTENDEES	Margaret Woolley Busse, Celia Kent, Michael Shailer, John Sonner, Roland Bartl, Kat Hudson, Kristen Domurad-Guichard, Marion Maxwell, Tom Arnold

Action Items

- 1) Margaret will follow-up with Erik Solomon on joining
- 2) Roland has old KC mock ups. Kristen will prepare for next session
- 3) Roland and Kristen will create handout and share for next meeting
- 4) Kristen and Roland will update presentation and send to John for edits
- 5) Kat will give Mike administrative access to Facebook
- 6) Kat, John, Margaret will reach out to list in III.b.i
- 7) Margaret will reach out to Margaret Smith
- 8) Celia will draft press release for Beacon
- 9) Margaret will send out save the date this week to friends of Acton2020

Notes

- I. Review of the March 7, 2013 Minutes
 - Margaret will follow-up with Erik Solomon on joining
 - Mike motioned – Celia second – minutes approved
- II. Committee updates
 - Kmart update – Lease up in 2016
 - No discussion on KC at FinCom
- III. Prepare for Town Meeting
 - a. Presentation
 - Review targets (topics of discussion)
 - i. We have done this before
 1. Town has discussed and studied since 1990's
 2. Town discussed sewars since 1950, and not till 2000
 3. Concord has rights to Nagog as reserves
 4. Past studies have had elements that work
 - Discussed defining pitch and overall presentation
 - i. Context - Discuss how coming off Master Plan approval, Kelley's corner is high priority, BoS support, Town Manager, Mass DoT, stars are aligning and now is the time to act
 1. How to address negative?
 - ii. The request
 1. Define approach – need both Design and engineering
 2. Refine value proposition
 3. Communicate a more concrete vision – What can change?
 - a. Do we show specifics, how to illustrate and communicate vision?

- i. Roland has old mock ups. Kristen will prepare for next session
 - iii. We are stewards
 - 1. We control our destiny, do not want to have it defined for us
 - 2. A plan can lead us strategically (e.g. sewer updates, water updates)
 - Discussed town meeting
 - i. Joint line item with traffic study for town center
 - ii. 10 Minutes for presentation
 - iii. Should have handout at the table
 - 1. Should have pictures
 - 2. Roland and Kristen will create and share for next meeting
 - 3. Should be one page
 - iv. Likely presented on April 1
 - Reviewed Draft Town Meeting Presentation
 - i. Slide 2 - There is momentum in town and the business community for this to happen
 - ii. 1990 planning council – recommended in their Master Plan to invest in KC study
 - 1. Keeps coming back up
 - iii. Take out background slide
 - iv. Unrealized potential - retail opportunities, community opportunities.
 - v. Add picture of Kelley’s Corner early in deck – Perhaps zoom in from larger town picture
 - vi. Slide 4 – Funding (Investing) the foundation for a future Kellys Corner
 - vii. Kristen cataloged edits
 - viii. Add risks and potential issues
 - 1. Traffic
 - 2. Not getting grant
 - 3. Unknowns
 - Kristen and Roland will update presentation and send to John for edits
 - John will work on edits with Celia
- b. Public Outreach
 - Kat will give Mike administrative access to Facebook
 - Margaret will send out save the date this week to friends of Acton2020
 - Mass emails out about 10 days
 - List of potential speakers
 - i. Chris Starr (Kat), Lauren Rosenzweig (Margaret), Bonnie Nothern (Margaret), Jeff Clymer (Margaret), Franny Osmond (John), Ann Chang (John), Jim Snyder-Grant (Margaret), Andy Brokaway (Kat), Bueno y Sano Owner – Jason (Kat), Tom Arnold,
 - ii. Beacon – report on two forums
 - 1. Margaret will reach out to Margaret Smith
 - 2. Celia will draft press release for Beacon

IV. Administrative Updates

- No updates