

MASTER PLAN STEERING COMMITTEE

**Pembroke Planning Board
Meeting Minutes
(ADOPTED)
August 15, 2017
(Meeting #5)**

MEMBERS PRESENT: Paulette Malo (Sewer Commission and Roads Committee); Ammy Heiser (Pembroke Conservation Commission); Richard Bean (Pembroke Planning Board);

EXCUSED: Kellie Dyjak, Chairman; Rose Galligan (Pembroke Recreation Commission); Alan Topliff and Kathy Cruson (Pembroke Planning Board); and Buddy Curly (Roads Committee)

STAFF PRESENT: Stephanie Alexander of Central New Hampshire Regional Planning Commission (CNHRPC); Stephanie Verdile, Town Planner; Jocelyn Carlucci, Recording Secretary

Chairman Dyjak called the meeting to order at 5:34 pm.

An attendance sheet was distributed.

Ms. Alexander said that this was the wrap-up meeting for the survey, postcard, and leaflet distribution. The 6-1/2" x 9" double-sided postcards will be printed and mailed to all postal addresses in Pembroke. The postcards will ask all residents to fill out the community survey by September 15, 2017.

The leaflet will be placed in local businesses. Ms. Alexander will deliver it to Staples to be printed. There are also brochure holders that will house the leaflets. Town Hall will receive a dozen. 200 copies of black and white surveys will be printed and divided among the Library and Town Hall. Survey return boxes will also be provided.

Ms. Alexander said that the postcards will be mailed out no later than Friday, August 18, 2017.

She also said that the Planning Staff at CNHRPC reviewed the survey and made a few corrections:

Question #7 was edited to include a transit annotation text box for Ride Service explanation.

Question #10 was revised to say: How important is it to you to attract & support new businesses in Suncook Village.

Question #22 was changed for political acceptability. It will read: Promote investment in a variety of apartment options.

Question #25 discussed renewable energy and was revised as follows: Would you support zoning ordinance amendments to encourage the use of renewable energy systems in Town, such as solar arrays and wind towers?

Because of the way that Survey Monkey worked, Question #38 table was revised as follows:

Utility	Important	Somewhat Important	Not Important	No Opinion
Underground Utility Lines Extend to where?: _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Water Line Extension Extend to where?: _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sewer Line Extension Extend to where?: _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Natural Gas Line Extension Extend to where?: _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Broadband (High-Speed Internet) Availability Extend to where?: _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Renewable Energy (Wind Systems, Solar Arrays, etc.) Extend to where?: _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other: _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Member Bean offered to print the postcards at no cost. He also said that he would call the Postmaster and discuss delivery arrangements.

Ms. Alexander showed the Committee the finished survey on line. She pointed out that there would be an introductory page. There is also a Progress Bar at the bottom of each

page that indicates how many pages are left to complete along with prompts that encourage the survey responder to continue to fill out the survey to the end.

The Map was made zoomable for easy viewing.

Ms. Alexander pointed out the information boxes located near certain questions.

She said that from CNHRPC testing, they discovered that if people do not finish the survey, the answers to that point would be saved. If the user does not clear the browser history and returns to the survey, it will appear at the point that they originally left off.

Ms. Alexander then reviewed the Pembroke Master Plan website. She encouraged Committee members to ask residents to add their photos of places in Town to the website. She demonstrated how easy it was to do so.

Member Bean suggested linking the survey to the Town website. He also suggested that Committee members include the Master Plan website to their Facebook page and then "Like" it, so it will then transfer the website to all their Facebook friends.

The Community Survey will be available until September 15, 2017.

With regard to the leaflet, the Committee reviewed the locations that were suggested to distribute the leaflets and holders. CNHRPC is allowing the Town to borrow the holders but they would like them returned once the survey is completed. Chairman Dyjak and Member Bean originally volunteered to distribute the leaflets and holders to Town businesses.

Member Bean asked if the information on the leaflets was duplicated on the postcard. Ms. Alexander said yes.

Member Bean said that he printed (at no charge) and banded approximately 1,000 postcards. He will distribute them to Town Hall (Town Clerk's Office, Tax Collector's Counter), TD Bank, and other local businesses. Even though the postcards would sit flat on the counters, in comparison to the leaflets being upright in a holder, the Committee was of the opinion that that was acceptable and more cost-effective.

Ms. Alexander asked that 50 postcards be given to CNHRPC so she could show them off to other communities.

Mr. Bean will deliver the postcards to Ms. Alexander for review.

Ms. Alexander asked the Committee if they wanted her to print the leaflets and get the brochure holders or if they would prefer just using postcards? She said that the postcards will not fit in the holders.

Ms. Verdile said that she preferred the leaflets and holders because the leaflets would stand up as opposed to the postcards lying flat on a counter.

Ms. Malo suggested distributing the postcards to the Town Departments such as Public Works, Water Works, Sewer Department, Town Hall and using the leaflets and holders at local businesses.

The Committee agreed.

Ms. Alexander said that each resident at the Village at Pembroke Farms will receive a postcard, therefore, that location should be removed from the "Business Distribution" list.

Ms. Verdile said that Chairman Dyjak agreed to distribute the leaflets. Mr. Bean said that he will work out the distribution schedule with Chairman Dyjak.

Member Bean offered to print the leaflets at no charge (approximately 300). Ms. Alexander said that she would e-mail the .pdf file for the leaflet to Member Bean in the morning.

Ms. Alexander will pick up the holders and deliver them to Ms. Verdile.

Ms. Alexander will have the surveys printed at Staples.

Ms. Alexander said that, in the early 2000s, 26%-27% of master plan surveys were returned. Recently studies show that only an average of 10%-12% Master Plan surveys are returned.

Member Bean suggested that the survey include a question of how the recipient found out about the Master Plan -- post card, leaflet, Town website, word of mouth, Master Plan website, or other.

Ms. Alexander said that she will add the tracking question to the online and printed survey. It will help the Committee track the method that was most helpful for spreading the word.

After a brief discussion, it was agreed that the Master Plan Steering Committee will meet: At 6:00 p.m. on August 29, 2017, September 12, 2017, and September 26, 2017 and at 5:30 on October 10, 2017 and October 24, 2017.

Ms. Alexander said that by the August 29, 2017 meeting, it would be important to know what each Town Committee has accomplished since the last Master Plan.

She said that the Committee will also be looking at different chapters and general content for each chapter. CNHRPC has been collecting data for housing and land use. That information will be evaluated and the statistical data made available.

Ms. Alexander said that the point of the Visioning Session was to have people come and discuss different topics. She will have a list of questions including those questions that were not included in the survey, along with those questions that were important to the Committee.

The Visioning Sessions will include a group for Natural Resources, Transportation, Critical Facilities, Housing, Economic Development and others. The goal is to allow enough time so that each person can visit two groups in one night. The Survey results will be presented at the Visioning Session.

Ms. Alexander said that the meetings are usually held in elementary schools so that there is a main meeting room (cafeteria), separate classrooms or separate groups divided in the cafeteria.

She also said that there will be a lot of advertising and media publicity on websites, and Facebook.

Member Heiser said that the Conservation Commission already has a chapter written. She said that condensing it will be their challenge.

Ms. Alexander said that the goal is to have the Master Plan adopted at the March 2018 Town Meeting.

She said that the Committee will have to decide whether the Visioning Sessions should be on a Saturday or an evening (from 5:00-9:00) during the week. Because of soccer and football seasons, the Committee thought that evening meetings may be best. They will discuss it further at future meetings.

The July 18, 2017 meeting minutes were not reviewed or adopted.

MOTION: Member Bean moved to adjourn. Seconded by Member Heiser. Unanimously approved.

The meeting adjourned at 6:40 p.m.

Respectfully submitted,
Jocelyn Carlucci, Recording Secretary