

MASTER PLAN STEERING COMMITTEE

**Pembroke Planning Board
Meeting Minutes
(ADOPTED)
June 27, 2017
(Meeting #2)**

MEMBERS PRESENT: Kellie Dyjak, Chairman; Alan Topliff and Kathy Cruson (Pembroke Planning Board); Ammy Heiser (Pembroke Conservation Commission); Rose Galligan (Pembroke Recreation Commission)

EXCUSED: Richard Bean (Pembroke Planning Board); Paulette Malo (Sewer Commission and Roads Committee); Buddy Curly (Roads Committee)

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

GUEST: Ian Hill of Parlinet Program

Chairman Dyjak called the meeting to order at 6:03 pm.

An attendance sheet was distributed.

Chairman Dyjak asked the committee members to consider appointing a Vice Chairman. In the event that she was absent, the Vice Chairman could run the meeting.

New Business –

1. Ian Hill Parlinet program

Mr. Hill presented a screen demonstration of his proposed program. He said that by engaging citizens earlier in the legislative process, Parlinet would help Pembroke obtain meaningful feedback on issues that Town officials are struggling with. It would build relationships outside the circle of town officials because citizens outside Pembroke could also use the site and make comments or suggestions accordingly. It may also aid in finding volunteers.

The Parlinet program would be a place where citizens could discover and learn about issues being discussed all in one place. Opinions and questions could be shared without revealing identities.

Mr. Hill said that the Parlinet program would be available to Pembroke for one year for \$1,100. The program would be ready for citizens to use in 4 weeks.

There was a short discussion about the similarities between what Parlinet could offer and what CNHRPC presently offers.

It was determined that since the Town has already contracted with CNHRPC to help with the Master Plan and that there is no additional money in the budget for Mr. Hill's service, the Master Plan Steering Committee would not use Parlinet.

Since the Parlinet Program is new and Pembroke would be the first community to use it, Member Cruson suggested that perhaps Mr. Hill would be willing to work with Pembroke at no cost and use the experience on a promotional basis. The program would be designed and delivered as an example for future business interests for the program.

Mr. Hill agreed to take the suggestion under advisement. He also pointed out that the ability for other towns to share their experiences/information with Pembroke may be very helpful.

2. Master Plan Steering Committee organization and Community Survey preparation

Ms. Alexander said that she updated the survey based on the changes discussed at Meeting #1.

The Master Plan website is: www.cnhrpc.org/PembrokeMP. She said that town photographs would make the Master Plan link more attractive. She will work on creating a link for photos to be uploaded to the site. She also encouraged Committee members to submit Town-related photos.

Member Topliff recalled seeing a fall foliage aerial photo of the downtown that could be used. Ms. Carlucci suggested that Ms. Alexander check with Linda Williams at Town Hall to find the aerial photo of the downtown area that was used on the 2015 Town Report.

Ms. Alexander reviewed the various tabs on the website and pointed out that it contains a copy of the 2004 Master Plan along with maps and the most current project schedule.

Ms. Verdile said that she forwarded the website to David Jodoin and he liked it.

Ms. Alexander also showed an example of the survey that was prepared for the Town of Salisbury.

She noted that the longer the survey, the greater the tendency for people to become bored and not finish it. With that in mind, the survey will contain short pages. If someone clicks "Next", the previous page is automatically saved. Even if someone never completes the entire survey, those pages that were saved, will become part of the collected data.

If the survey was not completed, Member Cruson asked if it would be possible to continue it from where it was left. Ms. Alexander was not sure.

Ms. Alexander said that internet connection was lost, the survey would probably start from the beginning.

She also said that Survey Monkey had no way to safeguard against someone completing the survey numerous times. Even if the survey answers were nonsense answers, the information would be tallied with the rest of the survey answers. She also said that the survey was not a statistically valid survey because there is no way of knowing how many people will respond.

Ms. Alexander said that she would ask the CNHRPC staff if there was a way to reenter the survey a second time without starting from the beginning.

Member Heiser said that the last survey she took for the Wildlife Action Plan stated that the survey would take less than 15 minutes. She suggested estimating the approximate time associated with taking the survey so people would be aware of the time constraint.

Ms. Alexander thought that it was an automatic field in Survey Monkey.

Ms. Alexander will ask CNHRPC staff if there was a way to continue the survey at the question last answered if someone originally logged off the survey without completing it.

SURVEY REVIEW:

Question #1: Delete "Not a resident or property owner"

Question #2 to #6: Accepted as shown.

Question #7: Add "Pembroke Community Farmer's Market" as a Pembroke Feature.

Question #8 to #10: Accepted as shown.

Define Zoning Ordinance Amendments in a pop-up box ("annotation"). Ms. Verdile will provide Ms. Alexander with a definition.

Delete the question: How important to you is the new community Farmer's Market . . ."

Delete the question: What type of products might you like to see at the Farmer's Market.

Add new question: Would you support funding to provide an Economic Development staff person at the Town office? Yes/No/No opinion.

Ms. Alexander will post the new corrections online to be reviewed and altered by anyone interested in doing so online.

Minutes- June 13, 2017

MOTION: Member Cruson moved to approve the Minutes of June 13, 2017 as amended. Seconded by Member Heiser. Unanimously approved.

The next meeting will be held on July 11, 2017, 5:30 p.m. at Town Hall.

The meeting adjourned at 6:58 p.m.

Respectfully submitted,
Jocelyn Carlucci, Recording Secretary