

**Pembroke Planning Board
Minutes of Meeting
(ADOPTED)
May 9, 2017**

MEMBERS PRESENT: Alan Topliff, Chairman; Brian Seaworth, Vice Chairman; Kathy Cruson; Brent Edmonds; Richard Bean; Larry Young, Sr.; Vincent Greco, Alternate Selectmen's Rep.

ALTERNATES PRESENT: Robert Bourque

EXCUSED: Kellie Dyjak, Selectman's Rep Sandy Goulet

STAFF PRESENT: Stephanie Verdile, Town Planner; Jocelyn Carlucci, Recording Secretary

GUEST: Mike Tardiff of Central New Hampshire Regional Planning Commission (CNHRPC).

Chairman Topliff called the meeting to order at 7:00 pm. Alternate Member Bourque agreed to vote in place of Member Cruson who anticipates joining the meeting later.

Old Business– Master Plan discussion with Mike Tardiff of Central NH Regional Planning Commission.

Mr. Tardiff said he reviewed the April 25, 2017 minutes and discussed the Board's goals with Ms. Verdile. He recapped that the Board wanted to: (1) Emphasize economic development; (2) Create a subsection of certain chapters such as Suncook Village rather than a Village Chapter; (3) Look at economic development in conjunction with the Village; (4) Collect demographics to be used in the Visioning Session and in the introduction to other chapters. Mr. Tardiff said it is possible to find the data in other locations, but in some cases that data can become the basis for other chapters such as Economic Development or the Community Facility Chapter.

The first phase of the process involves data collection, working on the survey, preparing for a series of Fall Visioning sessions that will reach out to the residents. He said that the Board might need to physically go to the residents.

Ms. Verdile noted the contract with CNHRPC was given to the Board for their review.

Mr. Tardiff reviewed the contract. He said the contract focuses on two phases with the ultimate end of finalizing the process by December 28, 2018.

Phase 1: Mr. Tardiff said he has examples of annotated surveys from Hillsboro and other towns. He proposes that Stephanie Alexander of CNHRPC walk the Board through the survey process over the next few meetings. She will also talk about the distribution process. He said CNHRPC brought down the cost from their initial proposal in order to leave a little flexibility in the Town's budget for the cost of postcards, etc. CNHRPC would print the postcards and the hard-copy surveys. They would put the survey on survey monkey and then discuss the best way to get the word out to the residents.

CNHRPC staff would input the hardcopy survey into survey monkey, input the hardcopy survey data as the results came in, analyze all the surveys, and present the results to the Board.

Mr. Tardiff said typically, the survey questions for each topic is placed at the very introduction of the chapter which would create the goals, objectives, and the basis for the recommendations.

CNHRPC also proposes doing the land use data collection, which includes the up-to-date land use map, and other information necessary for the chapters and the visioning session. It would be best to collect the information during the summer. They have great graphics and resources for land use, which would be perfect to display for the visioning session, such as the natural resource data session. He said it is interesting to look at the past and future land use information at the visioning session. The parcels could also be updated toward the end of the process to include such things as a new subdivision and site plan regulations and zoning regulations.

Phase 1 also includes the Economic Development Chapter with a subsection for the Village. It is important to discuss what other economic development committees are doing. The chapter could be tied into the trail chapter.

Mr. Tardiff would like to see participation between the Economic Development Committee and the Planning Board. This would be the base for discussion in the other chapters. He suggested the Economic Development Chapter be prepared before the future Land Use Chapter.

Vice Chairman Seaworth said Pembroke does not have an active Economic Development Committee. There was a TIF Committee that was in charge of the Loop Road development.

Mr. Tardiff thought that the TIF Committee that worked on Cooperative Way was the Economic Development Committee. He suggested that perhaps some of those members might be interested in working on the Economic Development chapter, which may stimulate the formation of an Economic Development Committee.

Mr. Tardiff said he likes to have the Conservation Commission and the Economic Development Committee lead the way on their chapters.

Community Facilities with the Recreation Commission and the Municipal Facilities should also be included. CNHRPC recommended that the Board go through the 2004 Historical Resource Chapter. Mr. Tardiff said a lot of that chapter can go in an appendix, but he said

the Town should have some of it also in the Chapter. He said CNHRPC recommended the Board include a Natural and Cultural Resource Chapter of which 90% of it could be repackaged as an appendix or just refer to the 2004 Master Plan chapter. He said the Town would be losing something if the Board did not include it because a lot of good work was done in the 2004 Historical Resource Chapter.

Mr. Tardiff then said a lot of this all leads to the Visioning Session work and public outreach, which includes making sure that there is a subpage on the Town website, and organizing the visioning session which CNHRPC could help. The best way to do this is for CNHRPC to be in the background and have as many Board members leading the charge on the individual sessions of the visioning session. CNHRPC would provide 6-7 staff members at the vision session.

Mr. Tardiff suggested making the survey shorter than in 2004 in hopes of gaining more participation.

Mr. Tardiff said typically the survey is not available for more than 3 weeks. To have the survey available in September would be ideal. He recommended a postcard mailing to every household and out-of-town property owners. The assessor's database would provide that information. Noting the survey monkey address on the postcard, town and school website, and all town and school mailings was suggested. The key is to have as many people fill out the survey.

CNHRPC's experience is that there have not been multiple survey entries from residents. Put the survey on line and as a hard copy. He also suggested mailing a packet to anyone who requests it that way.

Alternate Member Bourque asked if all the chapters could be written in some type of format to create continuity.

Mr. Tardiff said yes. He recommended using the same format for each chapter. CNHRPC is now better at creating Master Plans than they were 15-20 years ago. They have worked very hard at making shorter and more concise documents.

He also told the Board to concentrate on the content and the flow of the information rather than the formatting. Formatting could be accomplished later on.

Member Bean asked what the average response was on a community survey.

Mr. Tardiff said it used to be approximately 30%. It is now approximately 9%.

Mr. Bean asked if the Boy Scouts could be part of the distribution process and be tied to their community service program, which may create an empathetic response rate. Mr. Tardiff agreed that it would be appropriate.

Mr. Tardiff also said senior groups are good.

Mr. Tardiff said reaching out to Meet Me In Suncook (MMIS) would be advisable. He would love to talk to them about the historical subsection.

Member Bean also suggested reaching out to Community TV to advertise or have a forum for the Town's Master Plan. He said he would connect with his friend, Doris, and talk about advertising, forums, and having repeat showings on Community TV.

Chairman Topliff said a few members of the Board attended a Master Plan training session a few weeks ago. One of the presenters was the Planning Director from Dover. He said they received some criticism that residents did not know what the Planning Board was doing with the Master Plan update. They realized there were a lot of meetings but did not realize that they were generally open to the public. As a result, Dover took advantage of the cable TV channel to post meeting minutes, notes, etc. He said that it proved to be a valuable resource.

Mr. Tardiff said if the Community Channel is not available, a YouTube page is also good.

Member Bean asked if there was a local newspaper that publicizes what occurs in town.

Mr. Tardiff said the Messenger and Hooksett Banner love content. If information were given to them and they get engaged about what is happening in Pembroke, they may eventually come to a meeting.

Member Bourque said high school students could help the elderly complete their surveys.

Mr. Tardiff said he would love to see a statistics class analyze some survey data.

Chairman Topliff said the Board should implement some key items that were the result of the Master Plan. He asked if each chapter would have that information.

Mr. Tardiff said each chapter would have a strategic plan. Similar strategic plans may occur in the trails chapter. The economic revitalization zone may appear in the economic development chapter and also in the land use chapter because of recommended zoning changes or commercial development.

He would like to see each of those recommendations spelled out into the chapters and then coalesced into the implementation chapter broken down between short term, medium term, and long-term goals.

Alternate Member Bourque said the 2004 Master Plan had hundreds of actions they wanted the Board to complete. He thought there should be only a reasonable number of actions listed.

Mr. Tardiff said the implementation chapter must be manageable. It is important to bring value to the process of creating the Master Plan and the Master Plan should also bring value.

He said it is important to know, when writing a grant, where to find certain information. The appendixes are very important but the implementation chapter could list the top 15 actions, which may include 5 in the short term. Recommendations for the Conservation Commission or the Economic Development Committee could also be listed. A manageable list is key.

Alternate Member Bourque noted that the contract shows the cost of \$14,500 for Phase 1 and \$10,000 for Phase 2. Total cost would be \$24,500. He asked how much was already allocated in the budget.

Ms. Verdile said she thought it was \$25,000.

Member Bourque asked if the budgeted amount could be rolled over to the next year.

Vice Chairman Seaworth said if the contract is signed and goes over into another budget year, the Town can encumber existing money to the remainder of the contract.

Mr. Tardiff said Craig from CNHRPC is working on the Trails Chapter. Ms. Alexander will take the lead. Mr. Tardiff will work on the Economic Development Chapter. He is looking forward to the visioning sessions.

He also said he recommends that a Steering Committee be established to lead the Master Plan project, which would reduce the work for the Planning Board. Having a half hour on the Planning Board's agenda may be enough to receive the Steering Committee update.

Chairman Topliff said he liked the idea of a Steering Committee consisting of three Planning Board members and especially involving members of other Town boards. If any Board members would like to be on the Steering Committee, he asked that they decide by the next Planning Board meeting.

Mr. Tardiff said the Planning Board would have to sign off on all the chapters.

He also said that sometimes it is better to have a breakfast or lunch meeting rather than a meeting at night.

Ms. Verdile said the Energy Committee expressed interest in Master Plan work when they came to talk to the Planning Board last year. She also suggested the Recreation Commission be part of the Master Plan or Steering Committee.

Mr. Tardiff said Joanne Cassulo has completed a number of energy plans and that typically that chapter is done at the end (Phase 2).

The consensus of the Board was to have a Steering Committee. The vision is that the subcommittee would do the lion's share of the work and report its progress to the Planning Board.

Ms. Verdile said the Steering Committee could include up to three members of the Planning Board. Representatives from the Conservation Commission, Energy Committee, Roads Committee, and Recreation Commission and others would create the subcommittees for each chapter of the Master Plan.

Alternate Member Bourque suggested having a Town office person work with the Steering Committee as a resource i.e. if the committee needed assessing information, etc.

Selectmen's Rep. Greco said the Board of Selectmen had not reviewed the CNHRPC contract. He asked Ms. Verdile to provide the latest contract to David Jodoin so the Selectmen can review it at their next meeting on May 15, 2017.

Alternate Member Bourque also suggested including an article about the Master Plan and the need for participants in the Town's newsletter.

Mr. Tardiff suggested that if the survey was going to ask questions about land use or zoning changes, there should be more information given about the zoning or land use so residents would understand the topic.

Mr. Tardiff concluded his portion of the meeting at 7:55 p.m.

Member Cruson arrived at 7:55 pm.

Ms. Verdile said she would review the binder of survey questions that she has in her office to see what she can provide to the Board.

Member Cruson said the current Town newsletters have been narrowed down. They seem to consist of various Town licenses such as dog licenses. They are no longer informative. She did not feel the intent of the newsletter was to focus on such things as licenses. She would love to see it revert to its intent, which was to inform the residents in Town of what is going on, rather than talking about dump permits and dog licenses.

Selectmen's Rep. Greco said the Town could have a special Town newsletter to explain that the Master Plan is being revised and that interested volunteers are needed to help with its creation.

Ms. Cruson volunteered to contact the high school to see if the students would be able to help with the Master Plan by assisting the elderly in filling out the survey. She also suggested staffing the library with students to help people who come to the library to fill out the survey (whether on the computer or on the hard copy). Alternate Member Bourque asked her to find out if the students would be interested in working on other parts of the Master Plan.

Minutes- April 25, 2017

MOTION: Member Young moved to accept the April 25, 2017 minutes as amended. Seconded by Chairman Seaworth. Unanimously approved.

Miscellaneous

1. Correspondence- Business NH and Town and Country Magazine

Ms. Verdire received the Business NH Magazine and the Town and Country Magazine.

2. Committee Reports-

Roads Committee: Vice Chairman Seaworth said there was a lot of interest on the North Pembroke Road bridge situation that the Roads Committee is not actively involved in. Management of that project is being done by Concord.

Concord prepared 3 different options for pricing: (1) the lowest cost rehab consists of rebuilding the bridge to make it wider and structurally better; (2) the medium cost consists of building a new bridge; and (3) the highest cost consists of leaving the existing bridge up while the new one is being built.

Selectmen's Rep. Greco said there is no definitive cost of what it will cost Pembroke for the bridge.

Vice Chairman Seaworth said they are guessing approximately \$300,000. He said the middle option is what Pembroke would prefer. That option is approximately \$2 million and the State will pay 80%.

The Board of Selectmen will decide which bridge project will be chosen.

If the third option of building a second bridge were chosen, it would cost an extra \$900,000.

By the time the permits are all received, Selectmen's Rep. Greco said the bridge project would probably begin in 2018. He also said no bridge designs have been submitted to the Selectmen.

Vice Chairman Seaworth said the Roads Committee also discussed the paving contracts. The bids are due May 13, 2017.

Member Young pointed out that if the area is ultimately rezoned, the bridge would be very important.

The Roads Committee is still considering the Union Street repairs and how to fund it.

Technical Review Committee: Member Young said that Kellie Dyjak would like to have a farmers market at Town Hall from 4:30 p.m. to 7 p.m. which are the same hours as the library. She has 4 or 5 people lined up and possibly 13 tables spoken for. The TRC thought it was a good idea.

3. Planner Items-

Member Young said he would be interested in continuing to be the CIP Planning Board representative.

Ms. Verdile said the traffic count list for CNHRPC was in the member packets. She asked that the members e-mail the road names that they would like to be counted.

Alternate Member Bourque suggested the four-way intersection at Pembroke/Academy Road. (North and South along Pembroke Street; East and West on Academy Road.)

Ms. Verdile will send an e-mail to Paulette Malo and the Roads Committee to tell them what the Planning Board has talked about. She would like to finalize the list at the next meeting.

Ms. Verdile gave each Board member some up-to-date information on housing to be included in the Master Plan discussions.

She also gave the Board two other OEP presentations that discuss when a Board member should recuse themselves and what constitutes a recusal. She also included the master plan handout that was distributed at the conference.

4. Board Member Items-

Alternate Member Bourque asked if Town Counsel ever answered the Board's question about the charter school waivers.

Ms. Verdile said Town Counsel will not be available until July. If the Board needed the answers soon, he would pass the checklist and information to another attorney in their firm to answer. After speaking with Chairman Topliff, it was decided that the Board would wait until Town Counsel was available.

With regard to the Charter School questions, Chairman Topliff said he asked Attorney Ben Frost at the OEP conference who said that because errors were made by the Town on the Riverwood Drive School, there was nothing that the Town can do. He also said that other charter schools are obligated to abide by State laws.

Member Cruson said that, in other words, to not worry about a precedent.

To clarify, Chairman Topliff said that the Riverwood Drive applicant has to be treated the same going forward, but other charter schools will have to follow the state laws and should be treated as a new application.

Chairman Topliff said a few people asked him if the Board was going to allow the 110-lot subdivision. He said he told them that State law was very clear as to what power the Planning Board had. The Board's responsibility was to ensure that they follow Pembroke's regulations. The Planning Board has no authority to just blatantly turn down an application because it does not think that the residents want it. If the town can demonstrate that there is a shortage of town services or the school system, the Board could temporarily suspend new housing projects, but State law requires that the Town fund whatever it takes to solve the problem so that the Town can accommodate new houses.

Alternate Member Bourque said that the Town can demand offsite improvements.

MOTION: Member Bean moved to adjourn the meeting. Seconded by Vice Chairman Seaworth. Unanimously approved.

The meeting adjourned at 9:00 p.m.

Respectfully submitted,
Jocelyn Carlucci, Recording Secretary