

MASTER PLAN STEERING COMMITTEE

**Pembroke Planning Board
Meeting Minutes
(ADOPTED)
June 13, 2017
(Meeting #1)**

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

EXCUSED: 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 6:00 pm. She thanked everyone for coming.

An attendance sheet was distributed.

New Business –

1. Ian Hill - Parlinet program

Mr. Hill passed out a handout. He explained that Parlinet is a start-up company from Northfield, NH. He and three colleagues are trying to build on-line platforms to connect citizens with local officials.

He said that frequently residents are not aware of issues that are being discussed in their local community and only learn of them once final decisions are made.

Parlinet is building a web application which can be accessed in a similar way as Facebook -- by signing in and stating the local community that they are in, they will be able to lookup any issues being discussed in the town, state, or county.

Parlinet is starting small by focusing on the Pembroke Master Plan.

Mr. Hill said that by gathering all the questions, comments, and suggestions, the Committee will be able to gain feedback and be more effective in the decision-making process.

Two frequent questions asked by officials are: (1) How do you keep online discussions civil; and (2) How do you stay compliant with the New Hampshire open records laws (the "Right to Know" law).

Mr. Hill said that they can structure the discussions, questions and suggestions in such a way that ensure that members of the same public body/committee do not see the responses from other members of the public body. It would also ensure that there is no deliberation outside of an official meeting. At the same time, they can also ensure that the information is available to the citizens that are looking for answers to their questions.

Member Cruson asked if someone could find questions from other towns or if it would be only Pembroke.

Mr. Hill said that eventually it would be possible to explore issues in other towns as well. For the time being, it would be only within Pembroke. Mr. Hill also foresees that, as other towns participate in the program, it would become helpful for town officials to see how their colleagues have handled certain issues.

With regard to keeping things "civil", Mr. Hill said that they are implementing a community moderation system. People can upload or download different comments and those that are disrespectful or unhelpful will be bumped down to the bottom while the constructive comments will be moved to the top.

Parlinet is structured around issues being discussed as well as questions and suggestions. With regard to Pembroke, Mr. Hill said that, while Parlinet cannot take the place of the survey being prepared, they want to complement that survey data with a way to continually answer questions and get suggestions from citizens from now until the end of the process in September.

Mr. Hill said that \$500 would be the fee for Pembroke to receive their service to help in the course of the Master Plan decision-making process (June to September).

Ms. Verdile said that the Master Plan process will take approximately two years. The survey process should be completed by September.

Chairman Dyjak asked Mr. Hill if he would be able to take the draft survey and show the committee a demo using the information from the survey.

Mr. Hill said that the system he is proposing is a platform for citizens to ask questions and provide suggestions not to collect statistical data.

Member Topliff asked how people would become aware of this tool.

Mr. Hill said that they are presently experimenting with that. They are considering piggybacking on some of the existing platforms such as Facebook linking it to the Master Plan. They have found that libraries are a great way to share information with citizens. If

the Pembroke Library was willing to spread the word about the Parlinet tool, they would partner with them.

Considering the length of time for the entire Master Plan process, Mr. Hill said that \$2,500-\$5,000 is the typical cost depending on the town. He said that a good estimate for Pembroke would be \$2,500 per year.

Mr. Hill said that Pembroke was the first test that is being built with Parlinet. He said that if it sounds like something that the Committee would like to pursue, he is willing to return in a few weeks, at their next meeting, with a demonstration which would allow the committee members to use it in order to see if it is something that the committee would like to use for the project.

Member Cruson asked how Mr. Hill connected with the Master Plan Steering Committee.

He said that State Representative Brian Seaworth recommended that he reach out to Ms. Verdile. Mr. Seaworth thought that Parlinet may be helpful.

Mr. Hill said that they are very close to getting the system online for people to use. He said that they should have something online for the committee to use by the next meeting.

Member Bean said that it is like a social media with data collection.

Mr. Hill said "more or less" but the system is specifically designed for this kind of discussion and use.

Chairman Dyjak asked Ms. Verdile to place Mr. Hill on the next agenda (June 27, 2017).

Mr. Hill said that he would be happy to return on June 27th with a demo.

Mr. Hill asked if he could stay for the remainder of the meeting. The committee had no objections.

2. Master Plan Steering Committee organization and Community Survey preparation

Ms. Alexander said that she will provide an agenda and will pass around an attendance sheet at each meeting.

She said that the Master Plan Steering Committee has until December 2018 to complete the Master Plan project.

Ms. Alexander distributed a tentative schedule for work items. She said that the intent is to distribute the community survey to residents by the middle of August, with responses by mid-September. The goal is to have a community visioning session in October 2017.

Over the summer, CNHRPC staff will be collecting data (landuse and housing demographics) that will be needed to support the visioning session and discussions for the draft chapters.

Ms. Alexander said that since the goal is to shrink the Master Plan to approximately 80 pages (total of 9 chapters), the data will not be in the forefront. It will be contained in an appendix as a reference.

She said that forming the subcommittees and drafting the chapters will begin in September or October 2017.

The CNHRPC has been working on the transportation chapter that is outside of the agreement and is being funded under the Department of Transportation. They are experimenting with and looking for a format that will work well with all the chapters.

Ms. Verdile said that she would also like to get the Roads Committee on board and have a representative chair a subcommittee. Once the draft Transportation Chapter is ready, they will get a Roads Committee member to review the chapter.

Ms. Alexander said that she asked Ms. Verdile for a list of questions that people have experienced. Those questions were used to draft a survey along with some of the questions from the 2003 survey. The first draft, labeled Draft #1 06-13-17 is for the Committee's review.

Upon review, Chairman Dyjak said that the phrase "A New Vision for Pembroke" which appears on the cover page may scare those who are opposed to change.

Ms. Alexander said that the initial thought is to send postcards to all residents, property owners that are not residents, and businesses to make them aware of the survey. The Steering Committee will determine how to distribute the survey.

It was suggested that the postcards could be placed at the Farmers' Market, the Library, and the schools (via PALS or a school packet).

Ms. Alexander asked if there was a survey question that could be asked to raise awareness of the Farmers' Market such as "What would you like to see at the Farmers' Market on Wednesday afternoon?" The committee agreed.

With regard to the original statement ("A New Vision for Pembroke"), gentler wording was discussed. The following was agreed upon: **An opportunity to reshape the future of Pembroke.**

REVIEW OF DRAFT SURVEY QUESTIONS:

Ms. Alexander explained that the survey is broken down into chapters such as Demographics and General Questions, Housing, Economic Development, Suncook

Village, Natural Resources and Energy, Land Use, and Community and Recreational Facilities. She also pointed out an Area Map on the last page that will be used as a reference for people to locate the Zone in which they live.

Chairman Dyjak asked Mr. Hill if he could show a larger copy of the map on his platform with the listed zones.

Question #1: Member Cruson asked if a person could choose 2 answers because a year-round resident could also be a business owner. Ms. Alexander said that only one answer is allowed. She suggested listing a separate question: Are you a business owner? She will separate the business owner question. She will keep year-round resident, seasonal resident, and non-resident property owner as Question #1.

Question #2: Ms. Alexander said that Question #2 does not correctly identify the Zones. She will revise it accordingly.

She also made clear that the map is not in paper form. It will be a Survey Monkey online link. All these questions will look different on Survey Monkey and there will be annotated additions to the questions. For example, in Question #10, there will be a zoning amendment description that, once clicked, will help them answer that question.

With regard to the map, it will only be small on the paper version of the survey.

Chairman Dyjak asked Ms. Alexander if she could send the committee a link to a past survey so they can see how easy it is to use.

Ms. Alexander said that she can only send a link to a different community survey that is no longer being used.

Question 3: Mr. Bean said that the age brackets should be extended to duplicate the age groups on Question 4.

Questions #6 and #6B: Mr. Bean pointed out that Pembroke has no bus service but is something that the residents would like to have. He suggested that a questions be asked: Would you like a transportation other than . . .

Member Heiser suggested including a question such as: "How would you feel about a bicycle trail that would take you to Concord as part of the rail-to-trail."

Ms. Alexander referred Member Heiser to Question #24.

Question #24: It was decided that by using the term "pedestrian/bicycle trails" in Question #24 it would eliminate snowmobiles and other motorized vehicles.

Ms. Alexander will make that change.

Ms. Alexander also said that solicitation by local businesses is a good way to get the word out. She suggested providing a handout that is approximately the size of a half sheet of paper to be placed in different locations (stores, library, etc.) which introduces the community survey link, the master plan project link, and asks for their input. It should also say that a paper survey can be picked up at Town Hall.

Member Bean said that he has a number of “take-one” displays that he is willing to upgrade to hold Master Plan survey information.

Chairman Dyjak said that if Member Bean made the holders, she would distribute them to area businesses such as Kimball’s Cav’Ern.

Member Heiser also suggested having an information table at Old Home Day.

With regard to transportation, the following questions should be included in the survey: Would you use public transportation if available for errands, shopping, medical appointments. Would you be going to Concord, Manchester or Other (with a line to be filled in with location).

Member Bean suggested coordinating public transportation with pickups in Concord so that riders have the ability to continue to Penacook, if desired.

Question #7:

Ms. Verdile said that if a “carat” symbol appears in the survey, it means that the question was taken from the 2003 survey.

Ms. Alexander asked the Committee to review the remainder of the draft survey for next meeting.

Ms. Alexander will place the revised survey in Drop Box. Member Cruson asked if the questions were changed, would other members see the original version along with everyone’s changes.

Ms. Alexander said yes. Member Bean said that a note listing the changes and who made them would be evident.

Chairman Dyjak closed the meeting at 6:59 p.m.

Respectfully submitted,
Jocelyn Carlucci, Recording Secretary