

# Acton 2020 Committee

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FEB 15 2013

MINUTES

01/30/2013

7:30PM-10:00PM

ACTON TOWN HALL ROOM 126

TOWN CLERK, ACTON

**CHAIR** Margaret Woolley Busse  
**NOTE TAKER** Michael Shailer  
**ATTENDEES** Dave Lunger, Teresa Hoggins, Marian Maxwell, Katie Green  
Margaret Woolley Busse, Celia Kent, Michael Shailer, John Sonner, Roland Bartl, Kat Hudson, Kristen Domurad-Guichard

## Action Items

- Create FAQ/Invitation for February 27th meeting – Kristen/Roland
- Obtain spot on public meeting agenda for March 6<sup>th</sup> or March 13<sup>th</sup> – Roland to confirm with Steve Cecil, will invite businesses
- Roland will call Ann Chang for neighborhood outreach
- Roland will reach out to Lou Levine
- Obtain presentation spot at DRB meeting – Celia will attend DRB, requested presentation for Feb 6<sup>th</sup> or Feb 20<sup>th</sup>
- Reach out to FinCom for next steps – John
- Reach out to School Committee – John
- Appoint attendees for EDC meetings (2/7, 2/21, 3/7)
- Draft flyer – Kristen
- Update Website – Mike
- Collect list of KC contacts for letter distribution – Kat

## Notes

- Approved minutes from January 9<sup>th</sup>
- Board of Selectmen (BoS) Budget Review
  - Steve Ledoux performed brief summary of budget review
  - BoS voted to include \$277k Acton 2020 request in FY14 budget
  - Janet raised questions/doubts, including:
    - Traffic
    - Aging infrastructure
    - Not enough public outreach
    - Need to focus on due diligence for process
  - Questions raised: \$60k for design, including discussion of necessity, redundancy and target for capital request
  - Kat noted disconnect between meetings and media
- Margaret summarized Acton 2020 history, and reviewed goals/actions
  - Reviewed capital request for Kelley's Corner
  - Reviewed MassWorks grant
  - Ripe Apples : Regionalization, Technology
- Roland updated that he had spoken to Doug Tindell
  - Interest in Acton 2020 request and provided further feedback and questions
- Addressing **Stakeholder Outreach** Discussion
  - Topic raised by Janet; Mike Gowing supported stakeholder outreach, noting that 2020 approval doesn't automatically engender support
  - Margaret agrees committee should focus on outreach
  - Factors to address:

- Public meeting goal: March 6<sup>th</sup> or March 13<sup>th</sup>
    - Roland will check with Steve Cecil on availability for March
    - Will invite businesses
  - Celia will attend DRB meeting and see if we can present for Feb 6<sup>th</sup> or Feb 20<sup>th</sup>
  - John will reach out to FinCom for next steps
  - EDC (2/7, 2/21, 3/7)
    - Need to decide who can attend
  - John will reach out to School Committee
- Flyer
    - Acton 2020 - Need to facilitate public process
    - Focus on clear bullet points/objectives
    - Ideas/Slogan for the project
      - Take back Kelley's Corner
      - Reinvent KC
      - KC Renaissance
      - Our Town
      - Choose your own Acton
      - Gateway to Acton
      - Heart of Acton
      - KC connecting Acton
      - Turn a corner at Kelly's corner
      - Turning Point
      - KC - Turning towards tomorrow
      - We need a synonym for transform that starts with "C"
      - Acton's tomorrow hinges on today
      - Building community, character, connections
      - Cherish, cultivate
      - Paving a path
  - Small Grant Update
    - Roland – still have not heard about small grant
      - Town Hall is preparing to defend budget at town meeting

### **Next Meeting Agenda**

- Review FAQ
- Review Flyer
- Letter to business/property owners

- Need to answer the why now and what are we doing
  - Tackle value of open space and TDRs
- Resistance to Change
- Burnout from past attempts; fear of repeat of past failure
- Perception of asking for too much money
- Lack of certainty about MassWorks grant
- Traffic
- No Control of property
  - We do have influence
- Define scope
  - Reach out to those potentially impacted
    - Condominiums
    - Local residents, abutters
    - Businesses
    - Also reach out to town as a whole
  - Need to continue to recruit - Subcommittee to be formed, Acton 2020
  - John Sonner notes need to continue outreach to Acton town committees
    - ALG, BoS, FinCom, OpenSpace, Planning, Design Review Board, EDC, School Committee (direct impacts)
    - BoS letters confirmed sent from
      - Bueno y Sano
      - Edens
  - Goals:
    - Get broad support that will show up to town meeting
      - Small neighborhoods can turn out and affect vote
    - Get initial feedback and obtain support
    - Gather feedback during Design phase
  - Business Outreach:
    - Chris reached out to Dave Clough
    - Roland will call Lou Levine – Lawyer on corner
    - Roland will call Ann Chang for neighborhood outreach
    - Cecil Group: urban planner, assisted with scope of grant request
      - Kristen confirmed Cecil Group available for public outreach effort
      - Can help with public meeting
  - Request local businesses to provide email for business-focused updates on project. Target businesses/contacts:
    - Sorrentos, Ken Sundberg
    - Acton Dental, tbd
    - Chiropractor, tbd
    - Quill and Press, tbd
    - Sunoco, Vinny Cutone
    - Extend invitation to public meeting
- Timeline: 4 regularly scheduled meetings till town meeting
  - February 27th meeting: Invite neighbors
    - Create FAQ
      - Kristen and Roland will pull together
    - Contacting neighbors
      - Flyer for vision
      - Need to design, need catch phrase, branding
      - Mailing can be done – Kelly Rd, Nadine, Prospect St, Red Stone Condominiums, Town House Condos, Prospect St. etc