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MAR 27 2013

Acton 2020 Committee

TOWN CLERK, ACTON

MINUTES

03/13/2013

7:00PM-10:00PM

ACTON TOWN HALL ROOM 204

CHAIR	Margaret Woolley Busse
NOTE TAKER	Michael Shailer
ATTENDEES	Margaret Woolley Busse, Celia Kent, Michael Shailer, John Sonner, Roland Bartl, Kat Hudson, Kristen Domurad-Guichard, Marion Maxwell, Tom Arnold

Action Items

- 1) Margaret will follow-up with Erik Solomon on joining
- 2) Roland has old KC mock ups. Kristen will prepare for next session
- 3) Roland and Kristen will create handout and share for next meeting
- 4) Kristen and Roland will update presentation and send to John for edits
- 5) Kat will give Mike administrative access to Facebook
- 6) Kat, John, Margaret will reach out to list in III.b.i
- 7) Margaret will reach out to Margaret Smith
- 8) Celia will draft press release for Beacon
- 9) Margaret will send out save the date this week to friends of Acton2020

Notes

- I. Review of the March 7, 2013 Minutes
 - Margaret will follow-up with Erik Solomon on joining
 - Mike motioned – Celia second – minutes approved
- II. Committee updates
 - Kmart update – Lease up in 2016
 - No discussion on KC at FinCom
- III. Prepare for Town Meeting
 - a. Presentation
 - Review targets (topics of discussion)
 - i. We have done this before
 1. Town has discussed and studied since 1990's
 2. Town discussed sewars since 1950, and not till 2000
 3. Concord has rights to Nagog as reserves
 4. Past studies have had elements that work
 - Discussed defining pitch and overall presentation
 - i. Context - Discuss how coming off Master Plan approval, Kelley's corner is high priority, BoS support, Town Manager, Mass DoT, stars are aligning and now is the time to act
 1. How to address negative?
 - ii. The request
 1. Define approach – need both Design and engineering
 2. Refine value proposition
 3. Communicate a more concrete vision – What can change?
 - a. Do we show specifics, how to illustrate and communicate vision?

