

Acton 2020 Committee Minutes

Date: February 23, 2011, 7:00 pm

Location: Town Hall, Room 204

TOWN CLERK, ACTON

Attending: Roland Bartl, Kristin Alexander, Celia Kent (minutes-taker), Bill Marathias, Sahana Purohit (by cell phone), Jim Snyder-Grant, Margaret Woolley Busse, Daphne Politis and Jim Purdy (Planners Collaborative), Clint Seward (Finance Committee)
Guests: Bill Shubert

- I. Reviewed draft minutes 2-16-11 and made suggestions. Approved with changes.
- II. Update on Blog. Reviewed recent comments. Fewer this week. Perhaps lack of activity on the blog is related to its being school vacation week. Although few in number, there was a detailed, thoughtful post under "Why did you move to Acton?" which highlighted important issues related to schools, taxes, and village character. Daphne suggested we continue the blog postings through May. The blog postings are a way to share and promote discussion about data from the inventory.

To Do: Bill will prepare a blog on taxes. Should aim to have a draft by mid-week for posting by Friday. Something along the lines of asking people to relate their level of satisfaction with services they receive to the taxes they pay. What would they be willing to trade off for lower taxes? Daphne offered that Brian could review and make suggestions if that would be helpful. Margaret will use data from the Economic Development inventory information to post a series of blog questions over the next several weeks. In a few weeks, Jim will post something about Acton's carbon footprint.

- III. Key committees outreach. Have received feedback from several committees including Sidewalks, ACHC, Finance, and EDC. Once the March public meetings are over, Margaret suggests we look at this feedback in more detail.
- IV. New committee members. Bill Shubert is potentially interested. Sandeep -?- may be interested, esp on issues of sustainability. There are a few other possibilities.

Bill introduced himself – he is a retired engineer who worked at RCA and later as a consultant. His wife is a member of the Land Stewardship committee. They enjoy Acton's conservation areas. They've lived here since 1969 and raised two children.

- V. March meetings

- a. Meeting format.

ROLE PLAY. Daphne reviewed the Economic Development agenda and materials, and in particular discussed the way the role play will work. Each committee member will personify a goal and use the goal as a lens through which to express opinions and concerns. Daphne prepared a script guide for each role that lists the role's initial position (pro/con) and provides questions related to the goal that we each can ask during the role play. These questions will also be shared with our resource guests in advance. Role assignments are as follows:

Town Character – Celia, Jim – Sustainability, Margaret – Financial well-being, Bill-Connections, Sahana – Community gathering (and for the Housing workshop she'll be Town Assets).

Men should wear a tie, women be dressed up. At the beginning, we will each stand up in order and introduce ourselves and our goal and succinctly state our pro/con position with a reason why. (Order: 1st PRO Financial, 2nd CON Sustainability, 3rd CON Connections, 4th PRO Community Gathering, 5th CON Town Character. Perhaps stand by the easel where the Goal is posted. Introductory statements will be followed by what-if exploration and negotiation. Daphne will facilitate and turn to audience for their questions too. Goal is to end with a list of things Acton wants from the developer. Daphne will conclude this section with a general discussion about why Acton needs economic development and what kind.

SMALL GROUPS. Discussion will focus first on each individual's experience and then move to the mapping exercise and prioritizing. Top three priorities will be shared with full group at end. Maps will show the major arteries and major town facilities and villages, major reference points.

INFORMATION PACKAGES. PC will prepare three packages – one for committee, one for resource people, one for public (4 pages of Agenda, Comments, Scenario, and Questions plus 3 page Highlights from Inventory). Resource people will have cover page of sample questions for them to consider ahead of time (not the more opinion type questions). Jim asked for all public material to be in word format so that it is easy for him to post it in multiple online places.

To Do: Daphne will be sending out packages for resource guests by Tuesday. Committee members should forward that package to the people they invited asap. She will have the traffic package ready by Friday for distribution, and we can finalize the housing package at our meeting Monday with the goal of forwarding the package to resource guests Monday night.

TRAFFIC. Jim Purdy reviewed the traffic scenario. Committee members decided to recommend a package of 10-year improvements that will add \$250/year to the average tax bill. Margaret suggested making the \$ impact clear at the beginning of the scenario description.

To Do: Review our roles and questions for the traffic workshop and get comments to PC by Friday (3/4). We can practice the role play at the Monday meeting. Margaret will send out the detailed announcement for the 2nd workshop on Friday.

HOUSING. Daphne share early thoughts on housing. Maybe a large development similar to Avalon but that would get us to the 10% affordable housing mark.

- b. Resource Participants (which is the substitute word for "Experts"). They will be given name tags with name/affiliation and be seated with the general audience. Committee reviewed who's coming. Jim pointed out that we should have a water resources person at economic development.

To Do: Kristen will ask Justin (on staff) or Matt Mosteller (he has been asked to attend housing – but if can't attend that day, perhaps he could attend economic development). We just need to make sure there is at least one water person at each of the two events. Jim will invite Ron Beck for Economic Development.

c. Publicity/Outreach.

Have three Sandwich Boards at three locations – Kelly's corner, 27/2A, WAV at corner of Arlington/11. Will just post information about one workshop at a time and then try to get the next poster up as soon as the previous workshop is complete. Committee discussed changes to the posters - a) Add phrase 'Public Meeting' so it's clear, b) Substitute "What's Good Business for Acton?" for "Economic development in Acton", c) remove colon after Love Cars, Hate Traffic? There will be an additional sandwich board in front of Town Hall the night of the meeting.

Comment Boards – Town Hall, Senior Center, Library. Kristen – only has one easel for each location. M – need to announce the dates of the series. And provide post-its and space for putting comments. PC will design. 24x36

To Do: Sahana will follow up on outreach ideas for teens. Connections workshop is probably the one most relevant to teens.

Jim will bring water. He will post on web that childcare is available for Saturday workshop. Dial-a-Ride can extend their hours till 9:45 for the weekday meetings. All should aim to be at the meeting this Thursday at 5:30 or as soon thereafter as possible.

VI. Inventory Review. Sahana, Bill, Jim – still working on some inventory review. Goal is to get comments to Jim by Saturday afternoon. Then Jim will complete them for posting. They need to be available for workshops. Roland added that we can emphasize that the inventory data is still open for public comment.

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