

Comprehensive Plan Steering Committee
Thursday, April 11, 2019
Police Station Training Meeting Room
588 High Street, Westwood, MA

Called to Order by Chair Wiggin at 7:30 pm. The meeting was video recorded by Westwood Media Center.

Committee Members Present: Chair Jack Wiggin, Vice Chair Steve Olanoff, Linda Walsh, Nancy Donahue, Peter Neville, Pam Kane, Peter Kane, Barbara Shea, Sheila Longval-Hanley, Kate Wynne, John Rogers, Trevor Laubenstein, Paula Jacobson, Tom Viti.

Members Absent: Phil Eramo, Charles Donahue, and Janica Madiri.

Also present: Daphne Politis of Community Circle and Judi Barrett and Fiona Coughlan of Barrett Planning Group hired as consultant for the Committee, Abby McCabe Town Planner and recording secretary.

Introductions:

Chair Wiggin opened the meeting at 7:30. Committee members and the recently hired consultant introduced themselves. Mr. Wiggin and Ms. McCabe explained that a Community Circle and Barrett Planning Group have been hired to organize and facilitate the vision session. The consultant team met with Mr. Wiggin, Mr. Olanoff and staff last week and the Saturday, May 18 date was selected.

Planning for Vision Session: Saturday, May 18

Ms. Politis recommended the May 18 vision session start with an introduction to what a comprehensive plan is, brief summary of changes since the last plan in 2000, and this Committee's purpose to update the current plan. The survey results will also be briefly summarized then there will be small group discussion and responding to topics. The consultant team will manage and facilitate a meaningful discussion to results in some overall goals and objects. Ms. Politis suggested a "fun facts" handout with fun facts about Westwood.

A Committee member suggested also having the fun-facts on the presentation screen rotating as people are arriving similar to at a movie theater. It was recommended that each Committee section team provide 2-4 fun facts.

Ms. Politis recommending a branding and logo for the Comprehensive Plan updating and planning process logo. The Committee brainstormed some slogans and ideas. The Committee voted to support: "Westwood – Let's Talk", "Our Town Our Future", "Creating Our Future Together", and "**W**estwood What We Want". The standard Westwood font and green and white were supported by the Committee. The Committee discussed opportunities for graphic designer. The son of committee member is a graphic designer that may be able to assist. The

purpose is to create a logo that will be used throughout the planning process during the update of the Comprehensive Plan.

Logistics:

The Committee felt an early morning may be difficult with sports activities and prom the night before. A mid-day program was suggested. The consensus was for lunch to start at 11:30 and introductory presentation could be while people are eating, with the group discussions at 12:00 and conclude by 2:00 pm. Lunch items such as sandwiches, wraps/rolls, coffee, dessert, and water were suggested.

Ms. Politis suggested a raffle from any town entities and local businesses to attract people to the event.

To attract as many people as possible it was also suggested to have it be kid-friendly by providing volunteers to watch and engage children with activities, the gym is possibility for set up. The Committee suggested contacting the Girl Scouts for volunteers.

We don't know how many people will attend but the event should be designed for 100 people as that would at least be the goal. The Open Space & Recreation Vision Session in 2018 attracted about 60 people and about 70 residents for the Islington one in 2016.

Overflow parking at the nearby Church was suggested along with parking signage. The Council on Aging is working on providing transportation to the event for anyone that may need it.

Outreach & Engagement:

Ms. Politis suggested targeting a broad range of participants, particularly hard to reach groups such as young people, young families, new residents, and renters. The town election on April 30 and Town Meeting on May 6 were ideas to provide outreach.

Social Media: It was suggested to take a picture of yourself – a “selfie” or traditional photo of your favorite special place in Westwood and post the social media to help promote the event. This could be on Facebook event page, the website, and the Planning Board's Facebook page. The photos could be displayed at the May 18 workshop. Committee members also suggested displaying a Westwood special item such as art work, for example from a local artist.

Lawns signs, a robo call, flyer in the school bulletin, Next Door Islington, Neighbors in Action, E-Democracy, Metco, Facebook, flyers at locations throughout town were suggested as ways to reach people.

Updates and Reports from Section Groups:

Interviews underway, survey open until April 17. It was suggested that subject area elements questions should be asked at the May 18 vision session. More data to today's conditions for 2019 and updated land use map were requested. Staff will work to prepare map and data to get to Committee members.

Review of Meeting Minutes: The meeting minutes from the November 19, 2018 meeting were approved as written.

The Committee adjourned at 10:00 pm.

List of Documents/Exhibits:

Committee Meeting agenda, stamped by the Town Clerk on April 5, 2019
Meeting Summary dated April 5, 2019 and revised April 11, 2019 from Town Planner to Comprehensive Plan Steering Committee Members
Draft Meeting Minutes from November 19, 2018
Committee Contact List
Public Participation Plan, Revised April 2019
Branding the Planning Process Handout from Community Circle