

ATKINSON MASTER PLAN COMMITTEE

Meeting Minutes

March 16, 2023

Attendance:

Members

Anne Brenton
Sue Coppeta
Ken Grant
Karen McFadden
Ellyn Murphy
Kate Rochford
John Ottow
Noriko Yoshida-Travers

Consultants:

Steve Whitman
Crystal Kidd via Zoom

Others Present

Sue Killam

Call to Order:

John Ottow called the Atkinson Master Plan Committee meeting to order Thursday, March 16, 2023 at 4:31pm

- Steve Whitman of Resilience Planning & Design (RP&D) provided a handout/overview of the near-term tasks:
 - Revised forum questions back to RP&D by April 5th
 - Schedule a call with the Chairs if there are any unresolved questions
 - Posters Formatted by RP&D by April 3rd, co-chairs to review, 2-day turnaround is needed
 - All materials to print by RP&D by April 7th
 - Online tool/forum created by RP&D by April 7th, provide Sue C with the link
 - Link to online tool posted to project website by Town by April 11th
 - No meeting with RP&D on April 20th - if the Committee meets, we suggest the following:
 - Focus on additional efforts to get the word out about the online forum
 - Review the 2015 Vision Statement - what still resonates? what no longer works for Atkinson? what is missing?
 - May 18th Meeting:
 - Emerging issues/themes from Forums
 - Visioning
 - Future Land Use Planning
- Existing Conditions Report
 - Existing conditions edits coming from Kate by 3/21
 - Crystal to finalize submitted edits 3/24
 - Clarified some of the requested edits: change Y axis scale on median rental costs, add information about the Center School, include info on Plaistow Area Commerce Exchange (PACE)
 - After a review with Sue, Karen & RP&D on the current land use map and further analysis of Atkinson's tax assessing db and the new CIA based tax mapping software, Steve

Whitman reported back that there is an opportunity to refine the breakout of the current uses using GIS and is targeting next week to get a new draft of the map and data breakout next week.

- RP&D reviewed feedback from Paul Wainwright regarding Conservation and Natural Resources. RP&D will meet on Monday, 3.20 to incorporate or amend. Will reach out directly to Paul Wainwright if needed.

➤ Feedback on questions for Community Forum

- Discussion began around the draft questions; edits were made to the Economy and Land Use section. Further discussion on Housing & Population. Though Julie LaBranche will be participating in the forum representing the efforts on the Housing Opportunity Grant (HOP), committee wants to include higher level/broader housing questions in the Master Plan questionnaire as the HOP grant efforts are focused on affordable and workforce housing
- Committee questioned on whether we should be asking a direct question about a new police station as this is in the works. Steve Whitman reminded the team that this is infrastructure and germane to the master plan. Anne mentioned that there are also conversations about investing in the Community Center. Ken asked what does the Capital Improvement plan say? Ellyn suggested that we may not want to mix Services and Facilities in one question. Sue will reach out to John Apple for comment. Committee will discuss further
- Give the remaining meeting time, the Master Plan Committee will meet to further discuss and submit suggestions back to RP&D to finalize forum questionnaire

➤ Community Forum Advertising

- Anne presented the first draft of the mailer. Size will be 6x9 inches. We will need to reference the “place holder link” on the MPC’s town page for the online forum questionnaire. Online link to the Monkey Survey will be available on April 11th. Sue will need to add it to the MPC page.
- Crystal Kidd had provided a press release and John had written a story line. John suggested that he will be sending both into the Carriage Town News. Anne asked for opportunity to review and provide feedback to John
- RP&D will be providing printed questionnaires, pens, poster, lanyards, “everything” that will be needed
- There will be welcome table in the hall for people to sign up for more info, team to decide if we want to ask some demographics questions.
- There will be a table with butcher paper
- John to coordinate with Atkinson Academy to get notices to in the shuttle and also invite the staff.
- Committee talked about providing light snacks: water, bagged snacks

- Unanimous approval of February 7 & 16, 2023, March 2, 2023 meeting minutes
- Meeting adjourned at 6:21pm

The next Master Plan Committee meeting will be held on March 21, 2023 at 4:30pm at the Town Hall

Submitted by Karen McFadden on March, 2023.