

## **ATKINSON MASTER PLAN COMMITTEE**

### **Meeting Minutes**

**February 7, 2023**

#### **Attendance:**

##### **Members**

Anne Brenton

Ken Grant

Karen McFadden

Ellyn Murphy

Karen McFadden

John Ottow

Noriko Yoshida Travers

Sue Coppeta

##### **Others Present**

Sue Killam - Planning Board Chair

#### **Call to Order**

Karen McFadden called Atkinson Master Plan Committee meeting to order Tuesday February 7, 2023 at 7:00

#### **Correspondence None:**

#### **Old Business: None**

#### **New Business:**

##### **➤ Survey: Review prior Survey**

- The general setup of the upcoming Forum was discussed.
  - Karen McFadden described how the tables may be set up.  
Resilience Planning would have open ended questions on unmanned tables.
- Ellyn Murphy opined about the questions we might choose to be used and how the results might be used. Every time we ask a question we should know what we will do with the answer.
- Ken Grant asked Sue Killam What one question would the Planning Board ask? Ken Grant indicated that the answer was not needed tonight.
- Sue Coppeta wondered how Resilience Planning will balance conflicting priorities.

- Sue Killam talked in favor about how the open question format worked when the state held a forum on the I-93 in a previous years
- Karen McFadden talked about how Resilience Planning may compile results.
- John Ottow said his understanding was that the Forum is the beginning of the questioning process. Questions would come from the Forum that would be used in the following Focus Groups and surveys.
- How would people get to focus groups was discussed. It was thought that people may sign up at Forum
- Ken Grant wondered if Master Plan Committee and Planning Board members would be 'lurking' about during the Forum. Karen McFadden described that members would be available in that way.
- Karen McFadden mentioned that there are 63 Town department heads, committee members and board members. Others thought that number may be low.
- Sue Coppeta wondered how Resilience Planning would address public utility issues. Sue Killam talked of how utils are not controllable and how asking the question may not have a purpose. "Don't waste questions on things you cannot impact."
- Ken Grant added that questions should be practical and what can be acted upon. People's perceptions may be different in the meaning of a question.
  - The previous question "Preserve rural character" may mean different things to different people. John Ottow wondered if that question is actionable?
- Karen McFadden opined that Resilience Planning should be trusted with their process. Others questioned if Resilience Planning would use prior questions.
- Karen McFadden elaborated that information and questions for Forum tables will be coming from Existing Conditions report
- John Ottow suggested that we ask Resilience Planning for sample of questions that may be used at the Forum
- Off topic discussions:
  - There was discussion about the workings of the DropBox.
  - Ken Grant opined that Atkinson is part of a Statistical Metropolitan Area that includes Lawrence and not part of Seacoast or Rockingham Co. It was discussed whether Resilience Planning and Julie LaBranch were in agreement with this.
  - Karen McFadden reported that on Feb 12 the Rockingham County report will be out based on census data.

- Noriko Yoshida Travers wondered how people get their town information? The decreased use of newspapers, especially the Lawrence Eagle Tribune was discussed.
- Ellyn Murphy indicated that by using primarily electronic media we will self-select people at the forum and this will affect the answer of how people get their information.
- Karen McFadden asked members to come up with a single question that may be used in the coming processes.
- John Ottow offered that for him that one question would be: "Why did you move here or what do you like best about Atkinson," Karen McFadden agreed.
- Karen McFadden - If March meeting is about Existing Conditions Report, we will need time to talk beforehand about the Forum. An additional meeting with Resilience Planning may be needed.

➤ **Next agenda item: Community Forum prep**

- Sue Coppeta reported that the "Save the Date" information was buried in the town newsletter. She then sent out a Save the Date notice to all who signed up to get notified on the website.
- Karen McFadden reported how many people want to help and described how Paul Wainwright created a notice to go on the Conservation Commission Facebook page.
- Karen McFadden Discussed communications
  - There will be a Town-wide mailer two weeks before.
  - John Ottow will look to see what resilience was told; referring to the contract being reduced by \$1500 to pay for the mailer. [Post meeting note from John Ottow, the actual cost may be \$1675]
  - Sue Coppeta wondered about the date of Focus Groups and how it needs to be posted at the forum.
- Karen McFadden brought up the topic of graphics at the Forum and who will pay for them.
  - Karen McFadden had the memory that the Master Plan Committee was financially responsible for the cost.
  - Other remembered that Resilience Planning will create graphics
  - Ellyn Murphy said that Resilience Planning should be instructed to use our graphic [brand] for communications.
- Ken Grant wondered what is the expectation from the mailer? Others responded that it was to notify the community about the Forum.
- The general discussion went on to describe how multiple means will be used.

- We will hand out stuff at candidates night and possibly at the election.
- Ellyn Murphy will contact K. Zorbo about candidate night.
- Noriko Yoshida Travers described upcoming events
  - Senior luncheon on March 29. The Master Plan Committee could do a presentation.
  - April 8, egg hunt at Woodlock Park
- Sue Killam talked about how in the past people were targeted.
- Noriko Yoshida Travers said that she has contacts for different organizations and would send letters where the Master Plan Committee could make presentations to these organizations.
- Karen McFadden suggested we get on the Timberlane Shuttle.
- Karen McFadden said that she will ask town committees.
- Ellyn Murphy brought up asking PACE, Plaistow Area Commerce Group? Others mentioned that Atkinson does not have an economy.
- Ken Grant suggested that the Byway committee should be asked
- A release should be made for the Carriage Town News, John Ottow will write an article for submission in late March.
- John Ottow gave a report on his progress in making videos using Atkinson Academy students.
- Parking at the Community Center was discussed. There being 55-75 spaces

➤ **Karen McFadden brought up other items**

- Who will pay for the Printing for forum
  - John Ottow will discuss this with Resilience Planning
  - If John Ottow is unsuccessful, Sue Killam said to ask selectmen
- Karen McFadden - Fun facts, April Fools joke and if we are to use a photographer at the Forum. Names of photographers were suggested. We may just crowdsource photos.

➤ **After corrections Jan 19 Minutes were approved**

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➤ **The meeting was adjourned at 9:03**

