

Minutes of the MBTA Task Force Subcommittee on Communications and Outreach

August 1, 2024

August 1, 2024 10:30 a.m. In-person and virtual

MEMBERS PRESENT: Sandy Bodmer-Turner, Gar Morse, Chris Olney, Susan Philbrick

STAFF PRESENT: Tiffany Marletta, Communications Director; Marc Resnick, Director of Land Management

Call to Order: The meeting was called to order at 10:35 a.m.

Mr. Resnick provided an update regarding independent studies:

- Mass Housing approved a 9K grant to pay for the RKG Propensity for Change analysis
- Fincom will complete an Economic Impact analysis – similar to their work on SLV

Ms. Marletta discussed the Updated Communication and Outreach Plan:

- Members' comments included in final draft
- Mr. Olney suggested separating Phase 1 and Phase 2

Mr. Resnick summarized his meeting with Ms. Innes:

- Redundancy in Design Guidelines removed
- Approximately 69 communities have passed MBTA zoning and are awaiting State approval
- Approximately 54 communities have submitted MBTA zoning for preliminary State review prior to Town Meeting
- Handful of communities have both passed and received State approval for their MBTA zoning
- Mr. Morse suggested making this data available on website: "making it real" - status re: all MBTA communities.

Ms. Bodmer-Turner explained the status of data collection regarding impact of loss of grant funding if MBTA zoning does not pass:

- Currently working with Town staff to obtain and understand grant amounts – past, present, projected
- Include historical pattern of development data along with future estimates
- Clarification needed from Mr. Dam and Mr. Pike

Ms. Marletta summarized upcoming engagement events:

- Manchester Club is confirmed: October 17

- Festival by the Sea – August 3 – with Select Board, Reed Park: Philbrick, Olney and Hall – FAQs, large maps of districts,
- Council on Aging lunch – September 24 – several will attend
- Manchester/Essex Rotary – beginning of September Rotary – in process
- Public Forum: Sept 21, 10-12 a.m. Town Common – need a rain location
- Virtual Public Forum - Oct. 2, 7 p.m. Town Hall
- Large Public Forum at High School tentatively set for Oct. 24
- Mr. Resnick discussed selecting dates for Ms. Innes and legally required Planning Board hearings (separate from Public Forums and Meetings).
- Fall all-Town mailing detailing facts of proposed zoning amendments and upcoming public hearings, meetings and events.
- Next Quarterly Newsletter: September draft

Ms. Marletta explained “Question of the Week” on social media:

- Respond to residents’ concerns/questions
- Advise Ms. Marletta of topics that arise or appear to be trending

Ms. Philbrick suggested a banner to post next to Ms. Pierce’s banner across from Crosbys:

- Get the facts on MBTA zoning
- Date of Town Meeting, Forums
- QR code to website
- Ms. Bodmer-Turner suggested QR code to FAQs

Mr. Morse discussed preparation by Task Force and PB for Town Meeting factual presentations

Ms. Philbrick continued the discussion of Ms. Foley’s proposal to communicate with individual property owners in proposed districts:

- Mr. Resnick reported that he did not receive any research from Ms. Foley regarding such communications in other MBTA communities
- Unanimous decision to continue with Town-wide communication on districts
- Ms. Bodmer-Turner discussed having data available regarding density on each parcel, and Mr. Resnick stated that the Model could provide that

Ms. Philbrick led a discussion of plans for filming/summarizing each individual proposed district for inclusion on the Town website:

- Mr. Olney and Ms. Bodmer-Turner will work on Beach to Sea – agreed to create/film this District first – week of August 5th?
- Ms. Philbrick will work on Allen to Lincoln
- Mr. Morse will explain the Beaver Dam Road District
- Wait on Pine/Newport Park etc.

Approval of Minutes: Minutes of the July 11th meeting were approved. Mr. Morse moved to approve, and Ms. Bodmer-Turner seconded. Passed unanimously.

Next Meeting: Thursday, August 15, 2024 at 10:30 a.m.

Public Comment: none.

Adjourn: The meeting was adjourned at 12:15 p.m. upon motion by Mr. Morse, seconded by Mr. Olney, and passed unanimously.