

Kennebunk Comprehensive Plan and Zoning Ordinance Committee

July 13, 2016 p.m.

Minutes

Attendance:

Philip Parker, Charlie Galloway, Ed Karytko, Jeff Bonney, Bob Metcalf, Betsy Smith, Bob Georgitis, Ted Trainer, Ellen Wolf (for Nick B.), Dan Lyons, Maureen Weaver, Tom Calhoon

Staff: Mathew Eddy, Judy Bernstein

1. Minutes. Galloway moved, Parkers seconded to approve the April 27 minutes. Unanimous. Parker moved and Jeff seconded to approved the May 11 minutes. Unanimous.
2. Upcoming Schedule. The committee reviewed our schedule that will bring us through January. It was agreed that some meeting dates may need to be added to stay on schedule.
3. Survey Review. The committee began a review of the survey. While the sample was not statistically significant and was skewed to an older respondent, the consistency of the answers and their similarities to the 2000 survey certainly give us areas to focus and drill down further in other communication efforts. The survey summary can be found on the town web site:
<http://www.kennebunkmaine.us/index.aspx?nid=643>

Of points of interest were:

- Further discussions on regional economies of scale should occur
- Affordable housing a key issue along workforce, families, and seniors; lack of supply is pushing prices higher
- Communication and ways to communicate remain an issue
- Beaches, small town character, and neighborhood character remains issues of importance
- Public safety and public works, especially roads, are areas of focus
- Quality of town employee serve is appreciated
- There was a need for the committee to go through the written comments to get a feel for what people were saying (thank you Betsy for organizing)
- Areas for business parks and jobs are considered important
- A surprisingly large number of folks answered they didn't know to the question about protecting the environment
- Their remains support to use tax dollars for easements
- As regards small town character, the use of design standards is strongly supported

- Facilities and programs for seniors remaining in place is strongly supported
 - The town should work to maintain downtown vitality
 - Parking was not generally was marginally supported, lower village the highest
 - Community design and accessibility was deemed to be important
 - Generally, the town supports business and residential growth, with regulation
 - The present land use regulations are viewed as balanced
 - 80% of the respondents made more than the median income
4. Ideas for Communication. It was discussed that a further larger survey may not be the way to reach the xrs, millennials, and y generations. We discussed different means of social media, different survey methods, focus groups and our public sessions as ways to reach out. Seniors clearly still are depending on newspapers, especially those that are free. Metcalf, Galloway and Eddy will reach out to the school system. We will continue to look at other avenues. Improvements to the town web site, splitting the information vs. event groupings to different sites, as well as improving some of the sites internally were reviewed.
5. Adjourn