

Kennebunk Comprehensive Plan and Zoning Ordinance Committee

October 5, 2016 p.m.

Minutes

Attendance:

Philip Parker, Charlie Galloway, Ed Karytko, Bob Metcalf, Betsy Smith, Bob Georgitis, Ted Trainer, Dan Lyons, Maureen Weaver, Tom Cahoon, Joe Bergeron, Nick Branchina, Dan Lyons

Staff: Mathew Eddy, Judy Bernstein

Judy Colby George

1. Mat described the purpose of the meeting as a need to establish our formal forum, communication and public meeting plans for public input.
2. Judy Colby George lead a discussion that reviewed the concept of forums, open house presentations, map reviews, and key pad poling. The group talked further about televised sessions, meeting with community resource groups. After a thorough discussion, the committee asked staff to summarize the process for further discussion at the next meeting. That summary is as follows:

1. **Public Forum Series.** The public forum series purpose is to supplement the existing survey with more information This is a three part series consisting of the following:
 - a. Televised Forum: Comprehensive Planning 101, a review of the present Comprehensive Plan, our Success and Failures, and the outcome of the Public Survey. Speakers: Lee Jay Feldman, Judy Bernstein, Bob Metcalf, Mathew Eddy
 - i. This is a televised forum meant to be played through the next month of the public session on cable TV.
 - ii. Venue: BOS Chamber
 - iii. Marketing: Web site, front page, papers, word of mouth, email blasts, social media contact
 - iv. Web site update with both chapter summaries and full chapters
 - b. Open House
 - i. Groups of tables dedicated to each chapter and subject area
 - ii. Key issues summarized with summary of chapter
 - iii. All members of the committee will commit to a table

- iv. Food will be served
 - v. Prize component tied to filling our top Issues Survey (need someone to obtain prizes)
 - c. Key Pad Polling on Issues
 - i. Coordinated by Judy Colby-George
 - ii. Purpose is to identify key issues facing the community. leading to key goals, strategies and actions
 - iii. Analysis and report
 - iv. Feedback Loop (potentially repeating Group Outreach discussed below, updating web site, media)
 - d. High School Forum(s): theory here is mirror, in some sense, the three meetings above with the High School. Kyle and Joe to lead, committee members to assist as possible. Members researching best ways to structure, schedule
2. **Schedule and Venues.** When thinking about these, we also wanted to think about how to televise.
- i. Televised Forum 1: Town Hall-Date:
 - ii. Open House: (town hall auditorium, school gyms), food will be served, tables and chairs needed, all members involved at each of the subject tables-Date:
 - iii. Key Pad Polling Issues (same as above, if it works well), led by Judy Colby George-Date:
3. **Communication Program.** We are going to implement a formal communication program concerning the Comprehensive plan and its process. Components include:
- a. Social Media Coordinator:
 - i. This individual(s) will be responsible for using local social media to get out all notices and communications deemed important by the committee.
 - b. Group Outreach: All
 - i. All committee members will review the attached list and agree to go out and meet with each group and make a five minute presentation.
 - c. Web Update: Mathew Eddy with help from Kathy Nolette
 - d. Chapter Summaries and Complete Text: Consultants with staff prior to Open House
 - e. Issues Identification/modification: Consultants, Committee Review, prior to open house and then ongoing, utilize feedback loop

3. Meeting adjourned.