

Climate Action Plan Task Force, April 18, 2023  
MINUTES

Call to Order ~ 9:15 by Maggie Bartenhagen, Chair

Members present: Chris MacClinchy; Mark Kerr; Josh Tabor;  
Betsy Smith; Lisa Pratt; Chris Osterrieder; Karen Winton;  
Maggie Bartenhagen

Resource Partners present: Tom Berry

Members absent: Alison Malmqvist; Lily Martin; Chris Pasciuto;  
Bryan Laverriere; Yvette Webster

Guests: Carol Morris (Morris Communications); Tina Radel  
(Communications Specialist, Town of Kennebunk)

*Meeting Discussion:*

Carol Morris began the discussion with a review of the Potential CAP Public Engagement Actions, including estimated costs for each action and who might be responsible for them.

The public outreach survey reworked by Y. Webster from both the Kennebunkport and Biddeford samples was discussed at length.

Task Force members felt the survey should take no longer than 5 or 6 minutes to complete. The survey ideally should provide

initial information about the awareness of the climate challenge in the community and is the *first step* towards helping the Task Force begin to develop Climate Action Plan recommendations.

There was discussion regarding on-line surveys, paper surveys, and postcard-like flyers posted or placed at various locations around Town directing people to where they might access both paper and electronic surveys.

Information about where to access the survey will appear in the next Town newsletter at the end of May or early June. This could also be placed in the “Town Alerts” that community members receive on-line and through the Town website, among other avenues. The launch for the survey is April 28<sup>th</sup>.

C. Morris agreed to incorporate the suggestions and comments from Task Force members, along with the consolidated survey that Y. Webster provided the Task Force, to fashion a brief and concise survey with a deadline of Friday, April 21<sup>st</sup>, for input from Task Force members on the final draft.

Beyond the paper/electronic survey, the discussion also included considering a paid ad approximately 2 weeks after the survey is launched, especially if the response is less than expected. There was also discussion about a letter-to-editor about taking the survey that T. Berry agreed to write.

Brief discussion about the need to indicate with a number on both draft surveys and Vulnerability Assessment Summary which is the current version. This was agreed to be passed along to SMPDC before the next meeting.

The next meeting is scheduled for Tuesday, May 2, 2023, 9:00 AM in Room 300 @ Town Hall.

The meeting adjourned @ 10:45 AM.