

## **Master Plan Update Committee 2023**

### **Meeting Minutes**

**September 13, 2023, 6:30 PM**

**Third Floor Training Room**

**355 East Central Street**

This meeting was available to be attended in person by all citizens. The meeting was also live-streamed by Franklin TV and shown on Comcast Channel 9 and Verizon Channel 29.

Recordings have been made available on Franklin TV's "Franklin Town Hall TV" YouTube channel. Additionally, citizens were able to participate remotely via phone and Zoom.

*Committee Members in Attendance: Chair Glenn Jones; Vice Chair Cobi Frongillo; Clerk Melanie Hamblen; Meghann Hagen; Jennifer Williams; Kenneth Elmore; Joe Halligan; Ginelle Lang; Eric Steltzer; Gino Carlucci; Bruce Hunchard; Rick Power; Erin Gallagher*

*Committee Members Absent:*

*Others in Attendance: Amy Love, Town Planner;*

***Chair Glenn Jones called the meeting to order at 7:00 PM.***

### **Subcommittee Updates**

The Chairs of the subcommittees briefed the Committee on what dates and times their next subcommittee meetings are scheduled to take place on. Member Hagen, Chair of the OSRP and NCHR subcommittee, provided an update on the Open Space and Recreation Plan being reviewed by the State prior to sending it to Town Council and incorporating it into the Master Plan. Town Planner Love discussed the types of information the Committee would be receiving from BETA Group and Barrett Consulting, and let them know that the results of the interviews would be ready in the next week for the next meeting, along with a new draft of the survey if ready. Chair Jones asked if Vice Chair Frongillo had received feedback on visiting sites with the Committee, to which Vice Chair Frongillo said the hope is to agree on dates and then reach out to find out who would like to go along.

### **Marketing and Communications**

Town Planner Love presented Member Gallagher's drafts for flyers and the Committee discussed recommendations for it. She also brought up Member William's suggestion of having a gift card be a prize that participants in the survey could be entered into a raffle for at the Harvest Festival, and said that it could be done if the funds came directly from a Committee Member or a donation. Member Williams asked whose responsibility it is to solicit donations or gift cards, and commented that if it is the Committee Members' responsibility then they should delegate the task. Town Planner Love responded that it would be the responsibility of the Committee to acquire gift cards and/or solicit businesses about donations, and added that if they did not think they would have time to have something ready for the Harvest Festival then they could wait and have multiple gift cards be prizes for when the survey is posted. Town

Planner Love also recommended the Committee make sure to coordinate who would be working at the booth during the Harvest Festival. Chair Jones encouraged all Committee Members to come by the booth at Harvest Festival and help if they can. The Committee then resumed discussion of the drafted tagline: "Form Franklin's Future".

### **Harvest Festival Planning**

Member Steltzer asked if there is a decision on having a Committee Member working over the next two weeks to have an incentive for signing up for email ready in time for the Harvest Festival. He added that he did not think it would be feasible in two weeks for a Committee Member to successfully solicit donations from local businesses and have something to offer with them that gets them to participate at the event, which other Members of the Committee expressed agreement with. Member Williams commented to ask if there is merit in at least having something to entice people to add themselves onto a sign-up list, to which Chair Jones responded that he could reach out to Lisa Piana of the Franklin Downtown Partnership to get feedback from Partner businesses on whether or not they would be receptive to donate to the gift card program. The Committee decided that the gift card would be specific to a local business Member Power asked if a business that donates would receive any recognition for it. Town Planner Love answered that the sign-up sheet that people are using to enter the gift-card giveaway would mention and thank the local business who is donating the gift card. Member Steltzer remarked that he would like to continue the discussion of incentives to get people to sign up, to which Chair Jones said it would be added to the agenda of the next Committee meeting.

### **Future Agenda Items**

Town Planner Love confirmed that she, BETA Group, and Barrett Consulting plan to produce the results of the Interviews at the September 27 Main Committee meeting. She continued by saying the results would help direct the Consultants towards the tasks which have to do with inventory. A draft of the Community Survey, if not the completed document, should also be expected for the September 27 meeting.

Town Planner Love then also brought up that BETA Group and Barrett Consulting have asked Committee Members to take photos when they are around Town of the Town 'in action' and share them with the Master Plan Drive. Member Williams asked if they would need to ask for consent from people who appear in the pictures, to which Chair Jones and Town Planner Love suggested focusing on public spaces where that should not be an issue. Chair Jones asked if BETA Group and Barrett Consulting would be able to answer questions from subcommittee chairs when they attend the September 27 meeting. Town Planner Love answered that they would be ready to discuss subcommittees and answer questions relating to their specific topics.

### **Next Meetings (Main Committee)**

September 27, 2023 at 6:30PM

### **Next Meetings (subcommittees)**

Open Space & Recreation, Natural, Cultural, and Historic Resources: September 26, 2023 at 7:00PM

Community Service, Facilities & Circulation: September 27, 2023 at 5:30PM

Land Use and Zoning: September 19, 2023 at 7:00PM

Housing & Economic Development: TBD

Sustainability: September 18, 2023 at 7:00PM

### **Additional Comments**

#### **Adjourn Meeting**

*Member Power motioned to adjourn the meeting. Seconded by Member Hamblen. There was a unanimous vote in favor of adjourning. Meeting adjourned at 7:49 PM.*

Respectfully Submitted,

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Tyler Paslaski

Administrative Assistant

--*Master Plan Update Committee approved minutes at November 29, 2023 meeting*