

Master Plan Update Committee 2023

Meeting Minutes

October 25, 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; Jennifer Williams; Kenneth Elmore; Joe Halligan; Ginelle Lang; Gino Carlucci; Rick Power; Erin Gallagher; Eric Steltzer;*

Committee Members Absent: *Meghann Hagen; Bruce Hunchard;*

Others in Attendance: *Amy Love, Town Planner; Jill Slankas, Barrett Planning Group LLC; Emily Farmer, BETA Group, Inc.; Stephen Sherlock, Franklin Matters*

Chair Glenn Jones called the meeting to order at 6:40 PM.

Meeting Minutes

Chair Jones motioned to approve the Meeting Minutes from June 14, June 18, July 26, and August 23. Seconded by Clerk Hamblen. The Committee voted unanimously in favor of approving the minutes.

Subcommittee Updates

The subcommittee chairs provided updates from their most recent meetings. Vice Chair Frongillo asked if there is a timeline finalized for the Main Committee meeting dates in 2024, to which Chair Jones said that the Main Committee and subcommittee meetings would likely not be finalized until after the Town Council meeting dates for 2024 have been finalized. Vice Chair also asked what tools Committee Members have for sharing information about the Master Plan, and if the Town's Departments are able to share the Committee's information on their own websites. Town Planner Love answered that she does not have access to the Town's social websites, but she could add links to the Planning Department website about what is happening with the Master Plan process. Vice Chair Frongillo then announced that the CSFC subcommittee would be meeting for a bicycle tour of various public facilities on November 5, starting at Horace Mann Middle School and then go by DPW as well as the Police and Fire Stations. Clerk Hamblen updated the Committee with the OSRP & NCHR subcommittee's recent meeting. Member Carlucci, Chair of the Sustainability subcommittee, updated the Committee on their meeting.

The Committee discussed when to submit agendas for subcommittee meetings to Town Planner Love by, as well as whether or not to add text chat to their Committee meetings.

Member Lang then gave an update on the Land Use & Zoning subcommittee's previous and upcoming meetings.

Harvest Festival

Chair Jones commenced a drawing of the raffle for people who entered their name at the Harvest Festival to win the \$100 Starbucks gift card and receive information on the survey to participate in. The named pulled was Lynn O'Brien. Chair Jones thanked member Halligan and Starbucks for donating the gift card to be used in the raffle.

Chair Jones then asked what the other members who were at Harvest Festival thought of the input they received from the public. Member Elmore commented that he was surprised at the number of young people who were interested in taking part in the process. Chair Jones made a shout-out to the Franklin Children's Museum that members Hagen and Gallagher were working at the booth for during the Harvest Festival.

Finalize Survey

Chair Jones started reviewing the timeline for the survey draft. Town Planner Love briefed the Committee on the consultants' hope to launch the draft survey sometime in the next week. She said they also recommended deadline of 30 days for the survey to be available for answering, but it can be extended if the Committee wishes. Town Planner Love asked the Committee how they would like to distribute the survey in addition to printed forms. The Committee agreed that a Google-form survey, similar to the Open Space and Recreation Plan survey, would be okay.

Member Williams asked if the previously-discussed possibility of map-based surveys had been brought up with Barrett and BETA. Town Planner Love answered that the survey was not in the scope for Barrett nor BETA, but they would be using map-basing throughout the development of the Master Plan. Member Williams asked if the Town could look into an estimated cost of doing a map-based survey on its own without the Consulting groups. Town Planner Love asked what types of data Member Williams would be looking for, to which she answered that qualitative data, would be more engaging and interesting to review than simple quantitative data that would be collected in a traditional survey. Member Steltzer mentioned that the Sustainability subcommittee had discussed in its own meetings how maps would help survey takers and interviewees with visualizing the Town. Town Planner Love responded to Member Williams' question by saying that, if they need a second survey, then they could start outlining the results of the survey onto maps as they are filled out, but people who fill out printout copies of the survey would not have the opportunity to participate in said map-based surveys. Chair Jones asked where a survey would be hosted for the public to fill out, with the Harvest Festival now having passed. Member Williams answered that it would be shared via link online. Member Lang added that her experience with master planning and surveying showed that map-based surveying was more engaging and fun for the participants, and the Committee would get more informative data from the results. She added that the budget for a campus master plan where they did such surveying needed \$25,000. Member Williams asked if it would be possible

for those in the Committee who have professional experience in the surveying process could volunteer to help create and run the survey, and only pay for the program software costs. Town Planner Love responded to the Committee that they are looking at the entire community with this plan, and there are often people who cannot work with computers or cell phones who tell the Town how they are unable to participate electronically, so the likelihood that such members of the community would be left out of the Master Plan process if the survey was done this way would be a concern for her. Vice Chair Frongillo weighed in to say that he finds value in creating a strong survey, not necessarily for the answers to reveal anything, but because of how the survey can foster people to engage with the process. Member Gallagher commented that the surveys need to either go out as one survey, or they need to be staggered in when they launch so that confusion is avoided. Member Elmore asked if more analogue types of engagement need to be done, like going to the Senior Center or the Library, for the reasons that were just discussed about difficulties people experience in electronic engagement. Member Power asked if they have an estimate of how many results they will get for the survey. Chair Jones answered that the responses are not always very high in relation to the population of the Town, to which Member Power said that it may be a sign that they should be more aggressive in going out and interacting with the public. Member Halligan pointed out that many of the questions on the survey are not types of things that can be pinpointed on a map, like asking their age and income, instead of finding out their thoughts on amenities. Member Carlucci proposed placing a large map out at public places where people gather so that they could pin spots on the map with notes on their thoughts and recommendations. Chair Jones surmised that two questions needed to be answered: how much more detail is needed in the written survey; and how many people is the Committee going to reach out to with this survey. Town Planner Love concluded that a decision should be made sooner rather than later, and then they can move forward from when the review the results of the survey are done and decided upon whether or not to have a second survey involving a map. The Committee continued deliberating on the purpose and aim of what types of questions the survey draft contained, particularly questions about demographic information and how it would be of help to the process. Member Elmore remarked that more of the questions should be framed around what the survey participant thinks should be focused on over the next 10 years, because people may lose focus that the Plan and their questions are meant to be relevant to that timeframe. Member Gallagher asked how they would promote and market the survey to make the public aware of how to access it, to which Town Planner Love answered that multiple options would be available and could be discussed at a later meeting. The Committee agreed to have an ultimate affirmative vote on the survey at the next meeting November 8.

Incentives and Raffle Prizes

Chair Jones began the drawing of gift card prizes to Bellagio Nail Bar & Lashes and The Shed restaurant, and thanked Member Halligan and the businesses for contributing them to be awarded as prizes.

Updates on Existing Conditions and Inventory

Town Planner Love told the Committee that she expected BETA and Barrett to have their final report presented at the next meeting, and will likely be giving the Committee a 3-week deadline to respond to it with comments. Chair Jones commented that it will take time to give feedback to the report as it is the holiday season. He then presented a photo from the Committee's archives that had been provided from a member of the public could be incorporated into the Master Plan document, and then asked the rest of the Committee to send in any photos they would like to incorporate to Town Planner Love. The person who created the photograph can be credited in the Master Plan if they wish to be.

Storymap Ideas

Town Planner Love showed the Committee on previous storymaps done by other boards, departments, and committees and briefed them on the hope that the subcommittees can come up with ideas for putting together the Committee's own storymap. Member Williams asked how specifically the Committee's Storymap would relate to informing people on the Master Plan, which Town Planner Love answered that it would be a marketing tool. Member Halligan asked if there was a way to find out the number of people who watch the meetings on television, to which Mr. Stephen Sherlock from Franklin Matters said that they only have aggregate numbers and not numbers by show. However, the YouTube recording and the audio recording on Franklin Matters, along with the Zoom call provide numbers of viewers that may give a general idea on the number of people who are watching a meeting.

Next Meetings (Main Committee)

November 8, 2023 at 6:30PM

Next Meetings (subcommittees)

Open Space & Recreation, Natural, Cultural, and Historic Resources: TBD

Community Service, Facilities & Circulation: November 8, 2023 at 5:00PM

Land Use and Zoning: October 30, 2023 at 7:00pm

Housing & Economic Development: TBD

Sustainability: TBD

Additional Comments

Chair Jones told the Committee to expect a lot of information to appear for them to review in a very short span of time.

Adjourn Meeting

Member Halligan motioned to adjourn the meeting. Seconded by Member Hamblen. There was a unanimous vote in favor of adjourning. Meeting adjourned at 8:28 PM.

Respectfully Submitted,

Tyler Paslaski

Administrative Assistant

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