



Master Plan Committee
Agenda
October 25th, 2023

Meeting will be held at the Municipal Building
3rd Floor Training Room
355 East Central Street
6:30 PM

A NOTE TO RESIDENTS: All citizens are welcome to attend public board and committee meetings in person. The meetings will also be live-streamed by Franklin TV and shown on Comcast Channel 11 and Verizon Channel 29. Recordings of meetings are available on Franklin TV's "Franklin Town Hall TV" YouTube channel. Additionally, in an effort to maximize citizen engagement opportunities, citizens will be able to continue to participate remotely via phone OR Zoom.

Link to access the Oct 25th, 2023 Subcommittee Meeting:

Meeting Link [HERE](#) -- Then click "Open Zoom"

Or copy and paste this URL into your browser:

<https://us02web.zoom.us/j/81622331999>

Call-In Phone Number: Call 1-929-205-6099 & enter Meeting ID: 810 8720 0199 then press #

**Town of Franklin - Master Plan Committee Agenda
October 25th, 2023**

1. Meeting Minutes: June 14 & 18, July 26 & August 23
2. Subcommittee Updates
3. Harvest Festival Update and drawing for Starbucks Gift Card
4. Finalize Survey
 - a. Deadline (30 days from launch)
 - b. Incentives/Raffle Prizes
5. Update – Existing Conditions & Inventory
6. House Keeping
 - a. Add photos to drive
 - b. Review your subcommittee meeting minutes and approve
 - c. Provide agendas to Amy 72 hours prior to meeting
 - d. Story Map ideas

Master Plan Update Committee 2023

Meeting Minutes

June 14, 2023, 6:30 PM

Town Council Chambers

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 11 and Verizon Channel 29.

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

Committee Members Absent:

Others in Attendance: Nancy Danello, Town Clerk; Bryan Taberner, Director of Planning and Community Development; Amy Love, Town Planner; Jeff Maxtutis, BETA Group, Inc.; Jill Slankas, Barrett Consulting

Chair Glenn Jones called the meeting to order at 6:34 PM.

Swearing in of Master Plan Update Committee members-by Town Clerk Nancy Danello

Town Clerk Nancy Danello performed the swearing in ceremony of the present members of the 2023 Master Plan Committee. Chair Jones told absent and remote members that they could visit the Town Hall later in the week to be formally sworn in to the Committee at the Town Clerk's Office.

Introductions

Chair Jones introduced Town Councilor Cobi Frongillo acting as Vice Chair for the Committee. Town Councilor Melanie Hamblen then introduced herself acting as Clerk for the Committee. The remaining present members of the Committee then introduced themselves: Planning Board members Jennifer Williams and Rick Power; Zoning Board of Appeals Chair Bruce Hunchard; Conservation Commission member Meghann Hagen; Kenneth Elmore of Dean College; and Franklin residents Erin Gallagher, Joe Halligan, Ginelle Lang, Eric Steltzer, and Gino Carlucci. Non-members who would be consulting the Committee were then introduced, including members of the Franklin Planning Department as well as consultants from Barrett Consulting and BETA Group, Inc. Chair Jones then introduced himself as Chair of the Committee.

Rules, Policies, and Procedures

Chair Jones and Town Planner Amy Love explained how in-house communications regarding the Master Plan and Master Plan Update Committee would be handled, followed by an explanation of the rules and procedures to be followed in the Committee's meetings. The Committee members agreed upon the details of how they expected Committee meeting discussions to be

carried out, with subcommittees being able to set their own rules for how their meetings and discussions will go.

Chair Jones called for a vote in favor of approving the Committee meeting procedures as discussed by its members and consultants. There was unanimous agreement in favor, and the vote to implement the meeting procedures passed.

Chair Jones then continued by advising the Committee members on how to follow the State Open Meeting Law and the importance of knowing what could constitute as deliberation. He then briefed everyone on the plan to form the Master Plan Subcommittees at the next meeting. The Committee was then also briefed on the State Master Plans Law. Chair Jones then read a briefing about Master Plans to the rest of the Committee.

Current 2013 Master Plan Document

Planning Director Bryan Taberner presented an overview of the 2013 Master Plan to the Committee. He told the Committee that BETA, Inc. would be providing most of the updates on existing conditions for them. Mr. Taberner also told the Committee that the Master Plan document would have to be voted on and approved by the Planning Board, and then by the Town Council, once it is finished being put together by the Committee.

Member Bruce Hunchard asked about the time frame for when the new Master Plan would receive final approval, commenting that any changes to zoning would likely add an additional year to the process in addition to the 2 years already anticipated to be needed for it. Mr. Taberner answered that he anticipated the public process and production of a draft document would not take longer than a year to do.

Member Hunchard then followed up by asking how long it would take before the Committee could obtain the Existing Conditions Plan. Mr. Maxtutis answered that it would take approximately 6 months to complete the inventory process.

Member Eric Steltzer asked for clarification on how public feedback would contribute to the process. Mr. Taberner answered with an explanation of the process, along with how and when public feedback would be included into meetings and decisions, and that it would likely reflect the public feedback process of the Open Space and Recreation Plan. Member Erin Gallagher asked if there would be a schedule established to track whether or not goals and milestones were being met at their planned dates. Mr. Taberner responded that there would be a project timeline with all of the goals to be followed along with during the process.

Member Rick Powers inquired about how the Master Plan would be made available to the public once it went live, and how it would be implemented as it is usually a huge document and difficult to read. Chair Jones responded that he had also been thinking about the difficulty that the average person might experience in trying to understand the key takeaways from a Master Plan. Member Powers then asked how the Committee could make sure that it is on track with its Master Plan. Mr. Taberner answered Mr. Powers' first question by stating that reading the "Goals and Policies" section along with the "Implementation Plan" section would be reading enough to understand the Master Plan. Mr. Taberner then answered the second question by saying that he gives the Town Administration an update every 2 years on the progress of

carrying out the Master Plans. He added that the Town can establish a Master Plan Implementation Committee if it is concerned that it is not being successfully implemented. Chair Jones then continued his own explanation of implementing the previous Master Plan as well as the process of putting together a new Master Plan.

Member Halligan asked how deep BETA would be going into reviewing existing conditions, as he has found that previous reports do not have accurate enough details to clearly describe the status of projects and development. Mr. Maxtutis answered that BETA would be able to provide whatever data is available. Member Halligan responded that he wants bottom line figures that succinctly show information, like the remaining amount of developable industrial-zoned land, because that is information he believes the Committee can act upon.

Member Gallagher asked how current the demographic data available for the process would be, and was answered by Mr. Taberner that the 2020 Census data would be the most recent. Member Steltzer asked if there would be the capability to change some of the assumptions on data analysis to the densities, in order to assess different outcomes from the buildout. Mr. Taberner answered that it is a lot of work to experiment with seeing what could happen to areas if dimensional regulations were to be changed, and it would depend on whether or not the Land Use and Zoning Subcommittee wants to get into that much detail.

Committee Charge

Chair Jones explained the responsibilities that Subcommittee Members would have in relation to the Master Plan Committee and its Consultants. Mr. Maxtutis provided a summary of the Charges that BETA would be responsible for. Chair Jones then reviewed the goals of the previous Master Plan, as well as how they were organized.

Member Ginelle Lang asked about prioritization of recommendations that might come out of the study, and whether or not the Subcommittees would be putting together rough orders of estimates for the implementation strategies of those goals. Mr. Maxtutis answered that the cost estimates are general unless they have already received a cost estimate. Chair Jones also briefed the Committee on a request from Marketing and Communications Specialist Lily Rivera's request that the Committee come up with a tagline or brand to their Master Plan Proposal, similar to how there had been Franklin For All, but added that it is not something that they have to do.

Chair Jones then resumed the discussion of Subcommittees, goals, and charges, which he added would continue to be developed over the next several meetings. Afterwards, Chair Jones announced the Committee Members who would be part of each Subcommittee;

- Land Use & Zoning Subcommittee: Ginelle Lang (Chair), Joe Halligan, Bruce Hunchard, Jennifer Williams, Gino Carlucci, and Erin Gallagher.
- Housing & Economic Development Subcommittee: Kenneth Elmore (Chair), Rick Power, and Cobi Frongillo.
- Community Services, Facilities & Circulation Subcommittee: Cobi Frongillo (Chair), Kenneth Elmore, Erin Gallagher, and Ginelle Lang.
- Sustainability Subcommittee: Gino Carlucci (Chair), Melanie Hamblen, Eric Steltzer

- Open Space & Recreation & Natural, Cultural, and Historic Resources Subcommittee:
Meghann Hagen (Chair), Glenn Jones, Rick Power, and Melanie Hamblen.

Member Williams asked for clarification on the purpose of the Sustainability Subcommittee, as it originally was part of a specific goal for each content area. Mr. Taberner answered that Sustainability is dealing with economics, the environment, equity, and climate change. However, the Committee can decide on whether it should be its own Subcommittee or if it should go back to being an element of every other Subcommittee's goals.

Next Meetings

June 20, 2023 at 6:30 PM

Adjourn Meeting

Chair Jones motioned to adjourn the meeting. Seconded by Clerk Hamblen. There was a unanimous vote in favor of adjourning. Meeting adjourned at 8:23 PM.

Master Plan Update Committee 2023

Meeting Minutes

June 28, 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 11 and Verizon Channel 29.

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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

Committee Members Absent: Bruce Hunchard; Rick Power; Erin Gallagher

Others in Attendance: Bryan Taberner, Director of Planning and Community Development; Amy Love, Town Planner; Jeff Maxtutis, BETA Group, Inc.; Jill Slankas, Barrett Consulting; Mark Cerel, Town Attorney; Stephen Sherlock, Franklin Matters

Chair Glenn Jones called the meeting to order at 6:42 PM.

Public Meeting Law Overview

Town Attorney Mark Cerel gave a brief explanation of public meeting law to the Committee. Member Elmore asked if subcommittee meetings would adhere to the same public access requirements as the main Committee, as well as the possibility to hold subcommittee meetings in places besides the Municipal Building. Attorney Cerel answered that subcommittees do need to follow the same process as the main Committee, and they always need to ensure physical access to the public.

Attorney Cerel then continued explaining the obligations of subcommittee chairs. Chair Jones asked for more detail about what needs to be recorded at subcommittee meetings, which Attorney Cerel answered before continuing his explanation of quorum and public meeting law. Member Williams asked how the quorum requirement applies to subcommittees, given their small numbers of members. Attorney Cerel answered that subcommittees could converse if not enough members are present for quorum, but they cannot decide on anything binding. Member Lang asked to confirm that quorum for a 6-member subcommittee would be 4 members, and for a 3-member subcommittee would be 2 members, which Attorney Cerel confirmed.

Attorney Cerel also noted the matter of having main Committee members attend meetings of subcommittees which they are not members of, and how it may possibly constitute quorum for the main Committee. He explained that non-subcommittee members of the main Committee can sit and listen without causing a violation, but allowing them to speak moves the matter into a legal grey area.

Member Steltzer asked about the approval process of subcommittee meeting minutes. Attorney Cerel responded that each subcommittee does need to have an approval process, but there's no legal requirement for them to be voted upon and they must be provided to anyone who requests them once they have been drafted. Member Steltzer followed up with a question confirming that minutes would be stored on the Google Drive.

Member Lang asked about the possibility of joint-subcommittee meetings to address overlap that is noticed by the subcommittee Chairs, to which Attorney Cerel and Chair Jones answered that the Chairs would serve as co-Chairs for such meetings.

Member Hagen asked about documents that members may want to share with the rest of the Committee or subcommittee, which Attorney Cerel and Planning Director Bryan Taberner clarified.

Member Halligan inquired about attending the public meetings of different Boards and Committees and giving his input as a citizen, and whether or not that would risk the possibility of an ethics violation. Attorney Cerel responded by explaining where and when such situations that risk an ethics violation could occur.

Subcommittees

After reiterating the subcommittees and Chairs decided upon at the previous meeting, Chair Jones discussed the 2023 Open Space and Recreation Plan with member Hagen and Planning Director Taberner.

Chair Jones asked how the members of the Sustainability subcommittee could find a clear direction when they will be asking questions in relation to all of the other subcommittees, which led to discussion about the possibility of later on changing the focus of Sustainability from being its own goal to being a component of every other goal.

Master Plan Draft Timeline

The Committee went into extensive discussion about its Mission Statement. Chair Jones instructed members to send their suggestions or edits to him so he can direct them to Planning Director Taberner and Town Planner Amy Love to make any revisions and bring them back to the Committee.

Member Steltzer inquired about making sure that the Community Engagement Plan has enough time to incorporate any statements on diversity that are made by the Committee in drafting its Mission Statement. Chair Jones said that it is logical that the Committee establish its Mission Statement prior to any public forums with subcommittees. A deadline of July 19 was established for the last day that suggestions to the Mission Statement could be sent to the Planning Department by.

Planning Director Taberner explained the timeline of sending comments and determining the Committee's mission, including that the July 26 Committee Meeting would be when the Committee debates and decides on its Mission Statement. He added that the public input period would last at least a month.

Member Williams asked to know more about how the community engagement process would work, and whether the Planning Department would develop a plan for it or be leaving it to the Committee to develop. Chair Jones replied that the Committee would be having its own level of engagement with the public to acquire that feedback, while subcommittees would have their own specific means of community engagement.

Vice Chair Frongillo asked when the Committee would need to respond to data requests by. Planning Director Taberner answered that they will hopefully have a better idea next month of what their timeline will look like.

Chair Jones asked Planning Director Taberner if he thought they would have the public engagement process set up as soon as August, to which Planning Director Taberner responded that he thinks by September the Committee will have at least some components of the process working, but added that it really is up to the Committee to decide what they want to do and when with regards to public hearings and other public input.

Master Plan PR/Messaging discussion

Chair Jones asked that the matter of PR and messaging be postponed to the next meeting as Franklin Marketing and Communications Specialist Lily Rivera could not attend this meeting. The Committee members agreed to table the discussion to the July 26 meeting.

Next Meetings

July 26, 2023 at 6:30PM

Adjourn Meeting

Vice Chair Frongillo motioned to adjourn the meeting. Seconded by Member Williams. There was a unanimous vote in favor of adjourning. Meeting adjourned at 8:31 PM.

Master Plan Update Committee 2023

Meeting Minutes

July 26, 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 11 and Verizon Channel 29.

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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: Bryan Taberner, Director of Planning and Community Development; Amy Love, Town Planner; Jeff Maxtutis, BETA Group, Inc.; Jill Slankas, Barrett Consulting;

Chair Glenn Jones called the meeting to order at 6:30 PM.

Community Outreach Plan

Town Planner Amy Love gave a briefing on the Town's Public Outreach plan, including marketing, engagement, materials and events. Committee members were told they should read the Public Outreach document and be ready with any feedback for a later meeting. Chair Jones added that he would like to set August 16 as a deadline for any feedback or changes to the document to be submitted by, especially branding and tagline suggestions, which the other members of the Committee agreed with. Town Planner Love said the tagline would be important to get settled as early in the process as possible because it will be used for the next year and a half.

Establish Mission and Goals

Chair Jones presented an updated draft of the Mission Statement as updated by Member Hagen, who then in turn gave an in-depth explanation for the changes she had made to it. Chair Jones then also presented Member Lang's suggested edits to the Statement, followed by Member Lang explaining her suggested changes. Members of the Committee then deliberated and discussed their own suggestions and changes to the Mission Statement document. This included discussions about what values and goals to highlight, as well as mentioning areas where the Town has been performing well versus mentioning areas where the Town would like to focus on making improvements. Chair Jones told the Committee that they could vote upon a general agreement that the changes discussed at the meeting would be implemented into the Mission Statement, while

adding that the official final draft of the document would be voted upon at a later date once Member Hagen has written the agreed upon changes into it.

Chair Jones called for a vote in favor of revising the Mission Statement with the agreed upon wording from the discussion by the Committee during the meeting. There was a unanimous vote in favor of approval.

The Committee moved onto a discussion of the Vision Statement. Member Hagen read her previous draft of the Vision Statement, followed by the Committee then discussed and deliberated on possible changes to the wording of the document. The Committee eventually came to an agreement on having the wording of the Vision Statement say “Our Vision of Franklin to be a vibrant, inclusive, pluralistic, innovative and sustainable community.”

Chair Jones called for a vote in favor of putting the Vision Statement, as read by Member Hagen, forward to be added into the Committee’s goals and policies. There was a unanimous vote in favor of approval.

Vice Chair Frongillo asked if there would be time for the Committee to measure itself on certain metrics, adding that Franklin had been named the top in education by the Boston Globe or second safest town in America, but said it could be discussed at a later date.

Subcommittee Meeting Schedules

Chair Jones listed the roles and responsibilities of subcommittees that members would need to abide by. He added that the tight schedule of fall meetings is leading to the possibility of overlapping meetings. It was also clarified that each subcommittee Chair could reach out to Director Taberner, Town Planner Love, or the Consultants without having to go through Chair Jones, but he should be included in the correspondence.

Chair Jones then spoke with each of the subcommittee Chairs to confirm if they have established meeting schedules. Vice Chair Frongillo asked about how long out subcommittees should be scheduling and when subcommittees need to be done with their work, as May 2024 would be the date of the first Public Hearing of the Draft Master Plan. Town Planner Love answered that a monthly outline of what the subcommittees would need to do, but she cannot give Vice Chair Frongillo an answer until they finalize their timeline. Vice Chair Frongillo then also asked if field trips are eligible for the Facilities subcommittee, and would they have to be scheduled and public. Chair Jones answered that he would categorize such visits as gathering data just like Barrett Consulting and BETA, Inc. are doing at sites. If any of the members need to garner information or data, they should reach out to the consultants or the Planning Department. The members of the subcommittees then decided among themselves on when and where to hold their first meetings.

Next Meetings (Main Committee)

August 23, 2023 at 6:30PM

Next Meetings (subcommittees)

Open Space & Recreation, Natural, Cultural, and Historic Resources: August 8, 2023 at 7:00PM

Community Service, Facilities & Circulation: August 14, 2023 at 6:00PM

Land Use and Zoning: August 14, 2023 at 7:00PM

Housing & Economic Development: August 21, 2023 at 5:00PM

Sustainability: August 21, 2023 at 6:30PM

Additional Comments

Chair Jones asked the subcommittees to communicate with Town Planner Love about making sure that their agenda items are communicated to her for posting on agendas at least 48 hours before the meetings. Jill Slankas of Barrett Planning Group, LLC provided an update to the Committee on the planned data collection process for August and how it would proceed. She also provided guidance on Information Interviews that the some Members have received invitations to attend on August 7, 9, 11 and 25.

Member Williams asked why not everyone received invitations to the Interview meetings, to which Town Planner Love answered that staff and Chairpersons of boards were selected. Member Williams also asked if Chairs of other boards/commissions were also being selected, which Town Planner Love responded with a clarification of what kinds of staff and officials were being selected. Member Williams suggested the Committee Members be able to see the list and determine if they want anyone else to be able to participate in the interviews. Jill Slankas said that it is typical that, a few months into the process, it is brought to their attention that someone or some organization would be helpful to have a conversation with.

Adjourn Meeting

Chair Jones motioned to adjourn the meeting. Seconded by Member Halligan. There was a unanimous vote in favor of adjourning. Meeting adjourned at 8:21 PM.

Master Plan Update Committee 2023

Meeting Minutes

August 23, 2023, 6:30 PM

Third Floor Training Room

355 East Central Street

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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: Bryan Taberner, Director of Planning and Community Development; Amy Love, Town Planner; Stephen Sherlock, Franklin Matters

Chair Glenn Jones called the meeting to order at 6:34 PM.

Prior to discussion of the agenda items, Chair Jones asked to have the Chairs of each subcommittee provide subcommittee reports from their meetings which occurred between the prior Main Committee meeting and this meeting. He added that he would like to have Subcommittee Reports be an agenda item at the start of all future Main Committee agendas. The Chairs of each subcommittee then provided summaries of their meetings. Member Lang, Chair of the Land Use and Zoning subcommittee, asked for the Land Use & Zoning subcommittee if they could have updates on in-progress goals from the 2020 update on implementation items for the 2013 Master Plan.

Chair Jones then discussed having Barrett Consulting, LLC and BETA Group, Inc. be able to support the subcommittees with their data and resources. Town Planner Amy Love urged the Committee Members to reach out to her if they had any questions or information that she may be able to help provide to them.

Vice Chair Frongillo, Chair of the Community Service, Facilities, and Circulation subcommittee, asked about obtaining data pieces regarding budget forecasting, employee compensation, and space utilization, for comparing to other communities.

Member Hagen, Chair of the Open Space & Recreation Plan, and Natural, Cultural and Historical Resources subcommittee, asked about the possibility of transforming Franklin into a right-to-farm community, as it had been brought up by Agricultural Commission member Roger Trahan at their subcommittee meeting. However, Member Hagen did not know if the matter should be an OSRP and NCHR matter or if a different subcommittee should be looking into that, to which the Committee discussed it also being an issue for the Sustainability subcommittee. Clerk Hamblen said she speak with Roger Trahan and would look into how the Master Plan in

Medway is addressing the matter. Member Lang weighed in to say that they should look into what State has for protections on right-to-farm. Clerk Hamblen asked what Member Lang had in mind for goals about the permitting process for the Land Use and Zoning subcommittee. Member Lang responded by clarifying they would be looking at whether or not to reevaluate the permitting process as they continued their brainstorming sessions.

Marketing Flyer and Logo

Town Planner Love briefed the Committee on options for the Committee's logo, along with possible taglines. Chair Jones told the Committee that they would be having a booth at the September 30 Harvest Festival, but they would like to have a logo and other materials settled upon before then. Member Gallagher asked if they should continue waiting on Marketing and Communications Director Lily Rivera for a new logo, or if they should be drafting one themselves. Clerk Hamblen asked about making sure the branding for Franklin, Massachusetts helps distinguish it from other towns and entities that are also named Franklin. Member Williams asked if Franklin had a brand standard for colors, fonts, etc., and remarked that it would be nice to have consistency with the other projects and goals that the Town is working on. Vice Chair Frongillo answered that the Town has received State funding for just that goal. The Committee continued deliberating on branding and taglines. Vice Chair Frongillo remarked that there could be a difference between advertising to outsiders vs. insiders, as well as advertising to convince people to get involved in the process.

Finalize Marketing Outreach Plan

Town Planner Love briefed the Committee on the most recent draft of the Outreach Plan, and discussed recommended edits that had been received by Committee Members. She advised that the marketing materials, once finalized, could be given to the Committee Members to distribute throughout the Town.

Member Steltzer commented that not everyone in the community speaks English, as such they should look into resources for translating the materials. He added that there are underrepresented communities in Franklin that might not participate in events where the Committee might be trying to engage people at, and so they might want to look into seeing how they can invite those communities into participation.

Member Williams added that speaking with the Chairs and representatives of groups who are on the interview list about what they think the best way to reach their audience would be. Member Williams also asked if a consultant would be doing an evaluation of school facilities, to which Town Planner Love answered that a facilities study had in fact been done recently. Stephen Sherlock of Franklin Matters weighed in and explained that an analysis piece was being put together that would be ready in September. Member Williams added that it might be beneficial to complete a map-based survey as part of their method, explaining that there are programs that allow participants to map out their answers to questions and make results easier to visualize. Member Lang suggested that the program could be opened on tablets and mobile devices that are set up at events so that members of the public can quickly and easily provide

feedback. Vice Chair Frongillo suggested that it would be difficult to get a representative sample of Franklin from any quantitative data collection, so they should be careful about saying such data is representative of the average Franklin resident. Member Williams proposed the idea of gift card rewards to the first people who respond to the survey as a means of increasing participation, to which Chair Jones responded by explaining the issues with using public funds for such things. Member Elmore responded to Chair Jones that incentivizing participation in survey research is standard procedure. Chair Jones asked Town Planner Love to ask Town Attorney Cerel about what the Master Plan Committee's options are to incentivize participation. Stephen Sherlock asked that they also find out if the Master Plan Committee has restrictions on generating that kind of data as a result of being a Town organization, then could they hire another organization to possibly generate the data.

Finalize Timeline

Vice Chair Frongillo commented that there are timelines he would like to have finalized as a subcommittee Chair, such as the deadlines for requesting and expecting data. Vice Chair Frongillo also commented that he believes the schools would be interesting and willing to help with the process.

Member Gallagher asked if they would have a survey ready to distribute by the time of the Harvest Festival, adding that there should at least be an action item that will draw in people to participate. Town Planner Love mentioned that the Franklin For All project put up boards at events where anyone could write their thoughts. Member Hagen suggested having a QR code display that would sign up those who scan it to receive an email with the survey once it is ready. Vice Chair Frongillo commented that he believes there is information available at the time of the meeting that could be put into an advertisement to the public. Town Planner Love resumed briefing the Committee on how the timeline would continue to develop.

Chair Jones remarked that they would ultimately like to see where within the scope of the next few months would subcommittees need to complete public input sessions, as he has found that there is uncertainty about that at each of the subcommittee meetings. He added that it did not seem like the data and analyses from the Consultant groups would not arrive until October.

Vice Chair Frongillo weighed in to advise that the Committee should be collecting input from the public while the Consultants are gathering data on the public.

Member Williams asked what the expectations on public outreach that subcommittees should be doing in comparison to what the expectations of the Main Committee. Vice Chair Frongillo responded that the 2023 Open Space and Recreation Plan process was a good model for what the Master Plan Committee could do in terms of organizing meetings and public hearings by topics. Town Planner Love clarified that the individual subcommittees could perform outreach at events like DPW's Touch-A-Truck or events at Dean College, while the Main Committee in its entirety would go out together with the survey. Member Hagen requested that any points made at a subcommittee meeting that pertain to a different subcommittee are recorded in minutes so that they do not go unaddressed at the following Main Committee meeting.

Member Halligan questioned if the Committee should make sure its members have received the necessary data prior to public hearings so that they can effectively answer any questions fielded from the public. Chair Jones answered that they absolutely should, which is why the start of 2024 has been set on the timeline as the point at which to schedule the public hearings. Member Halligan remarked that using the input from people who visit at events would still be using a small sample to reflect a population of 40,000 people, and asked at what point the Committee decides that their position as elected officials means they will exercise their own judgement on what is best for the Town. Chair Jones responded that anything the Committee does is going to be a reflection not just of the public's input, but also the expertise and judgement of each of the Committee Members. Vice Chair Frongillo also weighed in to express that the public hearings are not just about listening to public input, but also providing their own types of expertise that the Committee might not have between their members. Chair Jones then led the Committee in setting up a timeline for the public hearings and outreach events. Chair Jones asked Town Planner Love how the Committee and subcommittees would know what objectives from the 2013 Master Plan have been met. Town Planner Love answered that the 2020 Plan would be the most updated information that most of the subcommittees would use, with the exception of the OSRP and NCHR subcommittee who will have the 2023 Open Space Plan to work from. Member Lang commented that she had marked the Land Use subcommittee spreadsheet with what goals from the 2013 Master Plan were completed according to the 2020 Plan, and would make sure it was available to be seen by the rest of the Committee. Chair Jones asked the Committee members to review it.

Next Meetings (Main Committee)

September 13, 2023 at 6:30PM

Next Meetings (subcommittees)

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

Community Service, Facilities & Circulation: TBD

Land Use and Zoning: TBD

Housing & Economic Development: TBD

Sustainability: September 18, 2023 at 6:30PM

Additional Comments

Adjourn Meeting

Member Hunchard motioned to adjourn the meeting. Seconded by Member Williams. There was a unanimous vote in favor of adjourning. Meeting adjourned at 8:38 PM.