



MINUTES
OF THE
LOCAL COMPREHENSIVE PLAN STEERING COMMITTEE

January 6, 2021

TOWN CLERK
TOWN OF SANDWICH

FEB 05 2021

9 H 46 M A M
RECEIVED & RECORDED

Present: Jonathan Finn (Chair), Lisa Hassler (Vice-Chair), Jonathan Fitch, Jeffrey Picard, Nanette Perkins, Roy Anderson, David Darling

Staff: Ralph Vitacco, Director of Planning and Development; Leanne Drake, Town Planner and Special Projects Administrator

Meeting called to order at 4:03 p.m. by Jonathan Finn.

Minutes

Mr. Picard motions to accept the minutes dated December 9, 2020, Ms. Hassler seconds. Approved unanimously by roll call vote 6-0-0.

Mr. Picard motions to accept the minutes dated December 21, 2020, Ms. Hassler seconds. Approved by roll call vote 5-0-1.

Community Outreach Survey

Mr. Finn asks if anyone on the committee has feedback from the dry run of the survey. Mr. Anderson states that he sent it out to the Conservation Commission and about 50 people from the Philips Road area. He has not heard any feedback at this point. Mr. Finn states that he sent it out to six people and the feedback was excellent. The only criticism was with regards to the age question. Mr. Finn explains that another participant questions why the system definitions were in the middle of the survey. Ms. Hassler states that her husband asked the same question. Mr. Finn wonders if we need to address any of the feedback and how the questions are asked with regard to the systems. Mr. Vitacco believes we can address this through the marketing. We shouldn't monkey around with the survey at this point.

Mr. Vitacco shares the market strategy on the screen. He provides an overview of the strategy. The committee discusses the launch date and end date. Nannette joins the meeting at 4:15p.m. After discussion they decide on January 15 – March 1. Mr. Finn asks if we can have a dedicated email blast. Mr. Vitacco states that we can. Mr. Picard explains that he gets text messages from the town, can we use that platform? Mr. Vitacco explains that he didn't know we did that but he would make sure that it was included. Mr. Vitacco asks about different civic groups the committee would like the survey emailed to. The committee discuss this at length and provide Mr. Vitacco with a comprehensive list of groups he should follow up with. Mr. Fitch asks if the press release has been drafted. Mr. Vitacco says that it has not, he was waiting for the committees input on the dates. Mr. Vitacco informs the committee that he will reach out to Sandwich Community Television. Mr. Vitacco discusses social media posts. The committee discuss how and what this should look like. The committee decide to ask all moderators of social media pages to turn off commenting on posts. Mr. Anderson asks about how we are going to contact civic groups. Mr. Vitacco states that his intent is to reach out to his contacts and let them know it's coming. If anyone has an organization in mind, please forward me the contact. Mr. Anderson asks if





he as a committee member can reach out through personal connections to as many groups as possible. Mr. Picard states that once the survey is released we are free to contact whomever we want and ask them to take the survey. Mr. Finn asks if the Commission was okay with the survey. Mr. Vitacco states that Martha had minor changes that Leanne made.

Mr. Vitacco lets the committee know that their next meeting is February 3, 2021. The Town Manager or Assistant Town Manager will be joining us. Mr. Vitacco asks the committee to forward the office a list of questions.

Jonathan Fitch motions to adjourn, Nanette Perkins seconds; all approve 6-0-0.
Meeting adjourned at 4:49p.m.

Respectfully submitted,

Leanne Drake,
Town Planner and Special Projects Administrator