

Yarmouth Comprehensive Plan Steering Committee (CPSC)
 August 22, 2023
 7:00 PM
 Meeting Summary

Name	Attendance
John Auble	Y
Daniel Backman	Y
Crispin Bokota Bolese	N
Emily Bryson	Y
Judy Colby-George	N
Hildy Ginsberg, Co-Chair	Y
Miriam Markowitz	Y
Tim McGonagle	Y
Tred McIntire	Y
Neena Panosso	N
Todd Rich	Y
Bill Richards, Co-Chair	Y
Lynne Seeley	Y
Sophie Wentzell	N
Jamie Whittemore	Y
Sarah Witte	N
Karin Orenstein, Town Council Liaison	Y
Erin Zwirko, Planning Director	Y
Julie Dubovsky, Assistant Planner	Y
Ben Smith, North Star Planning	Y
Kate Burch, North Star Planning	Y

I. Public Comment

Josh Royte, member of the Parks & Lands Committee, attended and encouraged bolstering the comp plan with the 2019 Open Space Plan’s grid of potential land parcels for preservation and data from public participation, and serve as a resource for the fall community conversations too.

II. Review Meeting Summary from June 27

The Committee unanimously approved the meeting summary from June 27, 2023.

III. **Fall Engagement**

a. **Review Schedule for Events**

September 11: Community Conversation with Housing Focus (*with Levine Planning Strategies*)

September 18: Community Conversation with Economy Focus (*with Camoin Assoc.*)

October 2: Community Conversation with Open Space and Natural Resources Focus (*with FB Environmental*)

October 10: Climate Action Plan Workshop on Goals, Strategies, and Actions

November 13: Future Land Use Workshop

After hearing feedback on the initial location, Patriot Insurance's multi-purpose room was chosen for the events for the flexible set up, ample parking and consistency it provided for participation. Colleague, Shawn Quirk, has offered to record the session for asynchronous participation and for YMTV.

b. **Discussion on Community Conversations Format**

Erin and the NSP team gave an overview of the shape of the events so far and reiterated that the CPSC's role is shifting to synthesizing, analyzing, and making connections. The goal is for all the Community Conversations to be interactive and conversational, and to provide feedback into the Future Land Use Workshop. They are not meant to be chapter-focused or siloed, rather, they should be the nexus of these topics; the discussion prompts should illuminate the nexus of housing typologies, affordability, economics, equity, zoning, etc. Each session will be joined by the respective team of experts (see above); they will briefly present information and then facilitated conversations will be held at each table. The intention is to have the recordings on the website immediately afterwards for viewing and interactive online participation, as they are envisioned as primarily in-person events.

The committee discussed potential roles at the events, such as facilitators, scribes, greeters, check-in table, with staff expected to float and assist. Jamie offered an idea of table scribes posting trending comments to prompt online discussion boards; NSP liked the idea and will see if feasible. Although participants will not have to register, those at the check-in table could try to make tables the same size and diverse, and the introductions at the beginning will go over format. Tim suggested doing targeted outreach to specific community-based organizations, which Erin

affirmed will be part of targeted outreach conducted by the Planning Department.

Erin indicated that she would send a follow up email to the CPSC with their action items, including recommendations for discussion prompts and ideas for table activities. She also noted that she will need volunteers from the CPSC for each of the events, including discussion guides, scribes, and greeters. She offered to host a meeting with any volunteers interested in being a discussion guide so they feel comfortable and equipped to handle leading a discussion.

IV. **Discussion on Feedback Received to Date**

a. **Inventory Chapter Feedback**

Several public comments and town/resident advisory comments have been received and distributed to NSP and the CPSC co-chairs. They were included in the agenda packet.

b. **Online (Survey and Mapping Exercise) Feedback**

NSP needs to review the materials at the end of August when the survey closes.

c. **Pop Up Feedback**

Julie shared that although housing was not a dominant theme over the summer, possibly due to the weather events seen locally and globally, climate change impacts and adaptations (such as walkability and bikeability) were. Those that mentioned housing opportunities and aging in place were seniors, those with children aging out of schools.

d. **Subcommittee Reviews**

Nearly every subcommittee sent back comments on the inventory chapters. The CPSC discussed the overall need to start to develop goals and policies, which NSP clarified would go into development after the Community Conversations and likely take shape at the Future Land Use Workshop. The subcommittees for Transportation, Economy, Housing, and Land Use/Forestry/Agriculture also shared some ideas for the fall Community Conversations, including incorporating visual aids for basic background information, and the need to balance resources at each table without overwhelming participants with information. Erin also recommended turning Camoin's analysis into easily digestible infographic for the September 18th discussion on economics and fiscal sustainability. Staff and NSP will develop a resource packet and large format boards.

IV. **Committee Supported Outreach**

a. **Social Media Promotion**

Erin asked everyone using social media to please help spread the word and follow the Town's revitalized social media accounts. The Town website's pop-up window has also be co-opted for the next month or so to promote the Comp Plan and CAP with a shared landing page. The shared landing page can be updated as each event happens to direct viewers to follow up materials.

b. **Flyering**

Volunteers were asked to sign up to put up the fall flyers and making connections in their neighborhoods. The Engagement Subcommittee will be mapping by neighborhood to distribute flyers.

Additional strategies that will be explored include "town swag" giveaways at the events, using the Town EMS electronic message boards on North Road, asking YCS to put on their A-frame message boards, asking the school superintendent to include the Comp Plan on the school newsletter/website/social media.

VI. **Adjournment**