

**Master Plan Steering Committee**  
**Tuesday, February 6, 2023**  
**1pm**  
**Rye Town Hall**

***Members Present:* Chair Rob Wright, Howie Lazerowich, Kathryn Garcia, Joe Perchino, Pat Losik, on zoom Gregg Mikolaities, Ann Fox.**

***Also Present:* Planning Administrator Kim Reed, and Liz Kelly and Crystal Kidd (via zoom) from Resilience Planning & Design.**

Chair Wright call to order February 6<sup>th</sup> meeting of the Master Plan Steering Committee for the Master Plan review the existing conditions again?

Ms. Reed draft number 3 hopefully all the edits from public and committee, sent and one available presentation and use this key findings next Thursday.

Chair Wright, ask to go over the draft existing last since he has to leave at 1:45 and would like to get to the public forum presentation.

Ms. Kelly states that sound great, the committee agrees. Start second bullet committee forum event. All remember the presentation provided at the last meeting. Run down broad format for event do you want to hear again.

All agree.

Ms. Kelly, the event is next Thursday night in the Jr. High gym start 6pm conclude roughly 8pm. People come in and leave during that time frame.

Chair Wright says we are all to be there at 6pm.

Ms. Kelly says she wants all of us to be there at 5:30. Consulting team show up 4:30 they will have bulk set up done. Help when all come together, see if you have any questions and then you arrive give your lanyards. Kick off event short 10minute presentation, the way gym set up 50 - 75 chairs and number tables middle of room then stations around perimeter. Each station will be based on the themes through the visioning process of this project. Two tables are set up each station, they will have maps, poster worksheets with questions. These events are loud, and we do not require anyone to go anywhere they can go where they want, easy for participants to do what they want. Ask all of you, have your T-shirts on, also give you lanyards and you all to one participates and fill out sheets, and two, be available as floaters. Not campout at one station. Residents like to know who the people are, direct questions to us. We will lanyards and we will be the ones speaking. You are all available as committee members. Utilize me, Liz, Crystal and Steve will be able to help answer questions on data.

Chair Wright asks if this has been posted as a draft.

Ms. Kelly agrees.

Chair Wright says this is a referrable too.

Ms. Kelly also have a few print copies available if someone wants more information can give that to them to read at the event. Aside from those stations, info posters and maps. We provided you a link to a series of maps by FB Environmental. Event next Thursday looking small changes not wholesale. So close to event feedback target. See the maps. Those aid the participants spark thinking. These maps resources help them answer questions in general. Informational posters, still working adapting front pages of each Existing Conditions.

Ms. Reed said she emailed them and Ms. Fox already replied with some comments.

Chair Wright asks the size.

Ms. Kelly says 24 x 36. We anticipate two informational posters per station. Spread info out a bit. They can spread out. This along maps spark thinking, general facts. These are drafts, probably some small changes, just got it out yesterday, finish posters end of week, work with Kim so no blatant errors. Hope because so much vetted. Hope a lot of mistakes addressed.

Ms. Losik edits by weeks end.

Ms. Kelly there will be 5 sets and send to print as early as possible, run posters by Kim faster. Send in advance opportunity for feedback tight need to get them to print.

Ms. Reed says that Liz and I want that flexibility. If I get them Friday, I can get your comments, but Monday is the deadline to go to print.

Ms. Garcia only review poster information quickly set up stations, then multiple questions then those go into you.

Ms. Kelly says there will be boxes set up for them to drop the comments into. Encourage people to fill out the questionnaire, if attendee wants to verbally tell you their story, encourage them to write it down, if they cannot and ask you to for them, repeat back what they say to capture their wording specifically. Important to get feedback in writing.

Chair Wright mechanism if they want to think about and if they want to take it home.

Ms. Kelly says if take them home they can return them to the Town Hall and we can set up display to return them to the Town Hall, also online version. Post cards at welcome tables and other tables that will have URL Code. Mirror version what at the presentation, they can take post cards and give to neighbors that could not make it.

Chair Wright asks about maps, the strata maps is it a day? Cumulative in time? season? Date in time?

Ms. Kidd it is cumulative, look on website to pinpoint timeline to see what time frame 5 year, 10 year.

Ms. Kelly some seasonal. Some of the activities seasonal, look into.

Chair Wright whatever data available, comment to reference.

Ms. Kelly other thoughts maps, overall flow of event. Provide 10-minute presentation, overview where Town is in the project public stepping into the project elicit feedback to prepare the master plan. Provide an overview of participants for the rest of the evening. After the presentation concludes give anyone who came free reign participate how they want to. Encourage you to put worksheets in a box. Then they can leave, evening concludes around 7:30 to 8pm. All there until people leave. Give some spiel thank you for coming, fill out online if need more feedback.

Mr. Lazerowich asks how to get the word out how valuable this is to the public/residents. How get point across this is all for the Town all input we cannot express it enough.

Ms. Kelly that is something want to get across up front. Emphasis how much their feedback is driving the process. Gratitude they are there, say that at the beginning. Chair a kickoff.

Chair Wright said he will introduce you.

Mr. Lazerowich asked if there was a timeline for the feedback submitted by.

Ms., Kelly said it is typically a month after the event. Great all feedback, ask people to submit any answers and, we will have specific date. March 15<sup>th</sup>.

Ms. Kidd behind the scenes we upload to the online and we will have combined virtual, online and paper.

Chair Wright asked if AI tools to take free text and somehow put into buckets.

Ms. Kelly answered no, good point with AI in general, nothing we have use, we have our own way flagging stuff. Something we are exploring.

Mr. Lazerowich asked if attendance.

Ms. Kelly said they do ask people to sign in. Name, email if they want information. Often have a question are you resident yes or no, cannot participate if not a resident just gives us ratio.

Group agrees sign in and resident or not... okay with putting it on the signup sheet.

Ms. Losik asked for a vision framework somewhere.

Ms. Kelly at the welcome table area a poster shows draft vision and poster what Master Plan is and signup sheet and name tags and post cards with online tool.

Chair Wright asks what target for successful event.

Ms. Kelly, 150, is great but realistic 75-100 average. Online tools is also a good way if we get up to 600 great.

Discussion on how many attended Deliberative Session.

Ms. Kelly sometimes hot topic gets more people motivated.

Ms. Fox asks about the URL code that it will not be activated until after the forum.

Ms. Kelly day of event it will be live.

Ms. Fox her question to pull more people send to school, parents, if you missed it here is the URL Code.

Ms. Kelly will do another advertising push after the event; big push send out to schools in digital newsletter. Any other ideas online tool.

Chair Wright asked if the URL Code in the STROLL magazine that came out today can that get you to the survey.

Ms. Kelly said the URL code on the posters advertising the event get you to the project website. The URL code on the postcards we will have the night of the event will take you straight to survey monkey link, here the questionnaires are.

Chair Wright asked if the URL Code in the STROLL magazine will get them to the questions, get a way on landing page go to this URL for the survey.

Ms. Kelly, we will make it obvious where to go for the URL for the monkey survey.

Ms. Reed sent to all Dept Heads, Boards, Committees and asked them to repost the event and asked all chairs and dept heads to get the word out. She also said that the Police Chief agreed to put the electronic board out in front of the Safety Building with the event. She also stated that the big poster at Town Hall, ANNEX, at the Deliberative Session and as people exited from the polls.

Chair Wright we are asking for input, this is your chance.

Ms. Fox asks for a place to put plainest language possible to get the word out, share your opinions that will be reflected in our zoning and our regulations, black and white and a nice definition of what is a master plan.

Ms. Kelly can have what is a master plan.

Chair Wright we have a narrow lane, certainly informs what our policy will be.

Ms. Reed agrees that Land Use Boards have their lanes, but the Master Plan can guide other areas, for entire town, to work with a committee to... lead to other areas beyond land use.

Ms. Kelly like capital investments and become partnership to work with other areas.

Ms. Losik to Rob's point, Planning board has regulatory functions but when look at chapter really loved community facilities and services when you get into the level of detail and starting looking at the emerging issues and potential what really came through their needs were reflected. A citizen you know where we need to go, they are telling us.

Ms. Kelly says it is clear.

Ms. Losik everything laid out, like the recreation master plan.

Chari Wright concerned participation; it is hard it is boring stuff.

Ms. Kelly make it more interesting as possible. What Ann said a lot of these policies connecting the fact that a lot of these policies dictate how the community look and feel in the future, they are not static they have implications, we have a lot of control.

Ms. Reed said she can get water, should we have other refreshments?

Mr. Perchino says to Rob that there is a way to get more participation comments but don't think possible.

Ms. Reed beer and wine?

Mr. Perchino yes.

Ms. Kelly said she had one at a brew pub and it was interesting. It worked out.

Ms. Reed said that she is talking with Nate to come and talk to the group about focus groups.

Ms. Kelly does open up.

Chair Wright, restrictions.

Mr. Perchino at a different location.

Ms. Kelly other thoughts logistics before going to revised questions. Received feedback and incorporated a lot of comments, let me know if I missed anything.

Chair Wright looking at Climate Change and the first question, if you answered yes to first question should Rye help private property owners, when and how that is one where some wisdom coming from there, we need to capture that.

Mr. Lazerowich, advise property owners.

Chair Wright, complicated question.

Mr. Perchino question fine the way it is. Infrastructure improvements, if so, what kind.

Chair Wright, regional response team?

Ms. Kelly move it so it is not question #1.

Ms. Reed each sheet has its own questions.

Chair Wright asks people ask people how feeling, third specific priority, ways to prepare. Make #4 the #1 question one we have most control, if me ordering. Make #4 the #1.

Ms. Losik make #2, the new #1.

Renumbered ...

Ms. Reed what you have here really good, captures and now reordered better.

Ms. Reed go back to Environmental, Natural Resources and Sustainability does anyone see anything?

Ms. Losik likes the order, way it flows.

Ms. Kelly move onto next.

Community.

Mr. Losik switch #3 and #2 since housing so prominent.

Ms. Garcia feels the opposite.

Mr. Lazerowich almost feel like 3 should be on the Land Use and Development.

Ms. Kelly keep number of questions on each station.

Mr. Perchino take out access to recreation more open.

Ms. Fox #3 where thoughts additional housing... talk back in November having some images of house units that are beautiful, frame of reference.

Ms. Losik have a poster from Jenn Rowden from the Housing Forum. Reuse.

Ms. Garcia liked number 2 where it is at leads to, age friendly town then have housing for everyone.... Do we have housing for young families?

Ms. Losik additional housing good follow up. I am fine with that.

Land and Development Page.

Mr. Lazerowich ask 2-4 first before #1.

Ms. Reed, like #1 first gets juices flowing how has town changed, just my opinion.

Ms. Reed loves question #5.

Ms. Losik fresh off a lot of information from the Deliberative Session.

Municipal Operations.

Ms. Kelly asks for opinions on question #3.

Mr. Lazerowich thinks it is fine.

Ms. Reed likes how open ended #1 is.

Ms. Kelly number 2 dive into more and we added #4.

Ms. Losik heavier discussions on Tuesday, allow them more input.

Mr. Perchino thinks people will get tripped up on #4 but like it.

Ms. Kelly add a sentence how Rye run now.

Ms. Garcia ties into staffing.

Ms. Losik ties into what happened Saturday where go.

Ms. Kelly make changes and format to make ready for next week. Any other questions on event as a whole. Asking anything else related to materials and flow.

Ms. Garcia maps related to each station.

Ms. Kelly community only one not a map. We included one aerial map labeled and asked the question part of activity what areas of Rye better connected. Sticky notes and markers. The

Natural Hazard map will be at the coastal resilience table and the environment table will have wildlife and aquatic maps. It should be a lively looking display. Then you will have the maps.

Ms. Reed will take them and discuss after the event where to put them.

Ms. Garcia are we going to review existing conditions now.

Ms. Kelly get the word out your own circles. Shows if turn out low, more push for online tool.

Ms. Reed schedule Nate for March for training on focus groups and Jason to talk about Hampton's implementation.

Ms. Garcia states that Nate is from UNH housing, and he will train us how to run a focus group.

Ms. Kelly March meeting recap and the online tool will still be open.

Ms. Reed invite Jason and Nate to March meeting to talk next steps.

Ms. Kelly at the April meeting will be the bulk of out reach and engagement report a separate document a summary of key findings from forum and online and all raw comments, about 200 pages he have to have a record.

Ms. Reed talk about existing conditions.

Ms. Kelly third round edits. Uploaded to project website, last meeting this will be on agenda for a while.

Mr. Mikolaities submitted his comments first round, and all met.

Ms. Fox looks great, under recreation lost the last line of last paragraph overall looks great.

Mr. Lazerowich is an amazing job not one to complain it is amazing.

Ms. Garcia nothing to add.

Mr. Perchino I am good.

Ms. Losik, has some changes, Aqarion still spelled two different ways. If don't know page 88, Rye Fire exactly same number calls at 637 each year. Verify. Page 87 under Fire Dept 3<sup>rd</sup> line should say Apparatus Bay and, then Office Area. On Wireless 106-107 good to know things going on telecommunications that one does not have future projects. My comment in structure wonderfully you have in on existing conditions in the headings everything except population and housing, community facilities have summaries of emerging actions. All terrific. Don't have that in housing, but Jenn did summarize. Think Community thematically there are emerging actions relates to workforce within Departments, it could be summarized. Then you have emerging and potential in each area.

Ms. Kelly all your nuts and bolts for your Master Plan in this document.

Next Steps.

Ms. Kelly next week is the Public Forum that is our next steps. In March either focus on Jason and Nate and talk about focus groups and implementation and have the online tool open and in April deliver outreach report.

Motion to Adjourn.

Respectfully submitted,  
Kim Reed, CFM  
Planning & Zoning Administrator