

**Master Plan Steering Committee**  
**Tuesday, November 1, 2023**  
**1pm-3pm**  
**Rye Town Hall**

**Members Present:** Kathryn Garica, Vice-Chair, Ann Fox, Rob Patten and ad-hoc member Pat Losik (via Zoom), Planning Administrator, Kimberly Reed and Kara Campbell, Land Use Assistant

**Also Present:** Steven Whitman from Resilience Planning & Design

[Stream Video - Town Hall Streams](#)

Vice-Chair Garcia calls the meeting to order with pledge of allegiance.

Ms. Whitman hands out the draft Existing Conditions and goes over the agenda.

- Overview of the Existing Conditions Phase of the Master Plan Project
- Review and Initial Discussion of the Draft Existing Conditions Report

Ms. Garcia said at the housing session people felt that we were done and people were shutting down and is there a way to avoid it when people feel they are not a part of the process and getting the word out. Avert the negativity.

Ms. Campbell said Jenn Roweden was giving facts and figures and people thought it was mandatory.

Ms. Reed spoke with Jenn Rowden and agree there was negativity and people felt we need all new housing.

Ms. Garcia anything to avoid that.

Ms. Fox what learned in Academy people get defensive and shut down.

Mr. Whitman brings it up 10k and explains the event. Short presentation then explains methods and then they can go to where the focus is for them. Tables will be set up. Provide a way and multiple times.

Ms. Fox when advertise and market, make it clear big bullets here are the goals. Inform our community and get your feedback and why is it important to you. 3 Simple take aways.

Ms. Reed said similar in the newsletter when trying to get the funding.

Mr. Whitman explains the Draft Existing Conditions plan, everyone on the team reviewed and wrote their sections different here than Hampton, tried a summary page for each section.

Ms. Reed asks if on the URL Code.

Mr. Whitman says no, up to Town if want to make public yet.

Ms. Losik states to wait until after the December meeting to give the committee first priority to read the document and everyone agreed that it should not be made available to public on website or the URL until after the December meeting.

Ms. Fox asks more about event wants to make it more concrete when do we talk about ideas and next actions.

Mr. Whitman said typically have a large poster at each table with pie charts and data and some tables with a map. When someone walks up they have poster of info and map or two and then a work sheet with 4 or 5 questions per topic. They can fill it in there at the forum, take it home and fill it out later or go on the URL and they will see the same maps and posters and can fill out the questions in survey monkey. Give people flexibility, there will be a box, manual entry and if go home same questions, maps and posters on survey monkey. Equitable and flexible.

Mr. Patten has question about results come back and “What If” get overwhelming support for workforce housing but what if no land why put out as a choice. Cart before horse, limited, not saturated but not a town with lots of buildable land.

Ms. Reed talks about build out and all work out, work in process.

Ms. Garcia we all process the pieces, people that come to these events they do not have all this information and at the housing session, people did not understand workforce housing. You have a big job on your hands to make people comfortable and agree why put it on the table, we have the background knowledge.

Mr. Whitman part of process is education both ways we are finding out what they want, and they are finding out what we have learned. We can show them what we are up against and help them understand what we can work on together.

Ms. Fox getting off tangent workforce housing but there is a lot of fear. People’s minds go when think of workforce housing as a 4-story apartment. Define work force, nurses, firemen, etc. Tell stories 6 different scenarios. Share some to population.

Mr. Whitman existing conditions, stays draft then outreach and engagement then do an outreach and engagement report. Back of outreach and engagement report put all the responses. Transparency.

Ms. Fox the academy was really cool, it showed different ideas that you would love, a historic home with barn converted into 3 condos but on the outside nothing changed.

Ms. Garcia shows possibilities.

Mr. Whitman agrees there is another community struggling with the same issues and there are a couple of places that makes sense workforce and make accessory dwellings more accessible and flexible.

Mr. Whitman uses the build out to tease out resources, think what take investment to make it happen, play around with ideas. All this leads spring for a future land use session. How do you see Rye in the Future, what remains and talk about that. Artistic expression. All this leading to that and the vision statement does that still work, then write more engaging part that tells your story.

Ms. Reed said that action items want to know and in CIP monies for 2024 for action and people want to know that they are heard and what is going to happen.

Mr. Whitman worth conversation with Hampton implementation committee.

Ms. Reed said she spoke with Jason at the Housing Academy and asked if he would come to Rye about what Hampton is doing with the implementation committee.

Ms. Fox is it a question or have we already decided are we creating a committee.

Ms. Losik responds it is a process, been part of lexicon since beginning.

Mr. Whitman said that should be one of the first implementations. You are a committee how to create a master plan. At the end some will go back to what you did before, some like a task and track it down. It takes different people. These implementation committees are figuring out their own board.

Mr. Whitman more existing conditions, dry and gleam from other work done in Rye. Give time to read and matrix is a spreadsheet if work digital or print and hand write. Please get edits, comments and issues to Kim Reed and she will forward it to Steve and his team. December meeting anything that needs group discussion, if periods, grammar fix those. The team is also reading it as well.

Ms. Losik thinks it is a great document, key ingredient master plan, like layered structure, some like key findings not go anything further where others go to sources, provide references and links. Wait til December to make this public.

Ms. Reed asks all changes go to her and/or Kara Campbell to avoid conversation outside of a meeting.

Ms. Garcia asks how the Rye Rec Master Plan dovetails into this Master Plan.

Mr. Whitman said that Crystal working on that.

Ms. Fox asks if their goals and ours work.

Ms. Reed says theirs is the nitty gritty whereas the Town Master Plan is broad over view and Rec get into details and DPW also has a master plan.

Ms. Fox again asks about goals.

Mr. Whitman said another community differences and focus on big issues and all agreed to identify the problem. They will set up a committee to wrestle the issue. Not case for Rye Recreation.

Ms.Fox said it would be nice to know what they are thinking.

Ms. Reed told the committee that Crystal talked and emailed all the department heads and committee chairs.

Mr. Whitman said that Dept Heads and committees that Crystal talked to if you want to share them ahead of time, share it with them.

Ms. Garcia said when you have Town Administrator versus Town Manager form of government sometimes the department heads do not coalesce as much as they would under strong leadership structure, my concern how this gets implemented, if decide.

Ms. Reed agrees that the Planning Board has the RSA authority to adopt the Master Plan but they have no control over DPW or Recreation and a lot of silos.

Ms. Losik put it on the January 16<sup>th</sup> Planning Board Agenda.

Mr. Whitman moves onto the Forum. February 15<sup>th</sup> at the Rye Jr. High. Once confirm date and spot work. Work on drafts for getting the word out. Build on good work, branding and make announcements. We found telling people it is in person and as it gets closer virtual does not hurt attendance. Virtual is the survey monkey will not be live until date of the event from Feb 15<sup>th</sup> to March 15<sup>th</sup>. All set up yours, you can set it up at Library, etc. If we do not get a large crowd can strategize.

Ms. Garcia asks if there is any consideration of focus groups.

Mr. Whitman said decide this instead, budgetary thing, not rule out completely. Is there a topic maybe need a focus group to dive deeper. These events are broad. Focus groups dwindle.

Ms. Reed asks if plan for snow date. Check with the school to secure.

Mr. Whitman at December meeting talk about outreach campaign.

Ms. Garcia asks if Deadline to get edits in.

Mr. Whitman wants to know if big topics, get to us sooner.

Ms. Reed says that by December 1<sup>st</sup>, get all edits, comments, etc. to me by then.

Ms. Fox asks questions, general or might just be a read.

Next Meeting is December 5 ,2023 at 1pm.

Respectfully Submitted,  
Kimberly Reed