

**MASTER PLAN STEERING COMMITTEE MINUTES
(Kick-off meeting for public)
Thursday, March 15, 2018, 6:00 PM, Maynard Library**

**6:00 PM - Call to Order
Meeting was called to order @ 6pm**

Present: Brendon Chetwynd, Adam Conn, Tim Houlihan, Melissa Levine-Piro, Bill Nemser, Andrew Snyder, Cheryl Steele, Greg Tuzzolo, Michael Uttley, Megan Zammuto

Chair Brendon welcomed the public and introduced both the Master Plan Steering Committee (MPSC) and VHB Consultant's Geoffrey M. Morrison-Logan and Donny Goris-Kolb. Brendon stated the purpose of the meeting was to provide a presentation to the public on the overall master planning process. The presentation would be conducted by VHB and the public could provide feedback on what they would like to see addressed by the Master Plan at certain points during and after the presentation.

Geoffrey and Donny made a presentation that included an overview of: Maynard demographics and general community information, the purpose of the Master Plan, roles and procedures, scope of work, anticipated schedule, discussion and demonstration of the "SharePoint" site.

The key items presented by the MPSC and reflected in the presentation as aspirational objectives to address in the plan:

- Pursuing balanced economic development - ensuring Downtown can co-exist with commercial developments such as Maynard Crossing.
- Enabling Downtown to thrive independent of the Mill.
- Harmonizing community development with the Town's existing character/sense of place.
- Maintaining affordability (e.g., affordable housing).

- Marketing the Town's assets (e.g., Assabet River, arts & culture, etc.)
- Gaining input from a widespread, diverse representation of the Town in the planning process.
- Identifying and building upon the assets of Downtown (i.e., what about the Downtown makes it so important?).
- Enriching the artistic community.
- Enhancing walkability.
- Respecting history.

Public Comments/Feedback on the priorities for the Master Plan:

- Accommodating an increasing senior population.
- Looking beyond the Mill for economic development/growth.
- Maintaining adequate infrastructure, particularly water and sewer.
- Addressing safety in access and improving multi-modal access to Downtown from areas outside.
- Ensuring the public can digest the contents of the Master Plan (i.e., provide a brief Executive Summary).
- Addressing the Town's resilience.
- Preparing for a changing climate (e.g., by establishing cooling centers).
- Assessing vulnerabilities particularly in reference to hard infrastructure.
- Protecting/enhancing the Town's tree canopy.
- Maintaining the public's ongoing engagement and focus.
- Leveraging of existing and planned assets through coordinated messaging and by establishing regional connections.
- Engaging of business owners and landlords in developing an approach to economic development that works for the Town.
- Creating cultural amenities from natural spaces (i.e., not just arts-based).
- Utilizing the Master Plan as a guidance document for future policy setting to build awareness among policy-makers and allow for a document that can be dynamic to changing contexts (e.g., one that utilizes the latest data and is updated in regular cycles).

After the conclusion of the public comments, Brendon thanked the public and stated that the next public meeting for the Master Plan would be scheduled shortly and encourages the public to attend.

Adjourn: Meeting was adjourned at 8:30pm