

Community Preservation Committee  
January 3, 2017

Members Present: Beth Rosenblum (Chair), Gretchen Bravacos, Devin Cashman, Dan Shea, Cathy Van Lancker and Elizabeth Whitham

Members Absent: Tim Connors and Joe Rubertone

Guests: Affordable Housing Trust (Steve Greenberg, Joe Magnani and Paul Monaco), Yolanda Greaves, Steve Morgan and Mark Dassoni.

---

Ms. Rosenblum called the meeting to Order: 7:17 p.m. at Town Hall, BOS Meeting Room

**Agenda Item #1: Welcome and Introductions**

Ms. Rosenblum welcomed visitors and members, announced that Mr. Morgan was recording the meeting, and that in the absence of Recording Secretary Ro Porter, she would be acting in that capacity.

**Agenda Item #2: Final Review and Signing of Grant Agreement with Trust**

Ms. Rosenblum asked if everyone had the chance to review the revised Grant Agreement, and whether there were any further revisions or questions. Seeing none, she asked for a motion to approve and sign the Grant Agreement.

Upon motion by Ms. Bravacos, seconded by Ms. Van Lancker, the CPC voted (6-0) to approve and sign the Agreement. The Grant Agreement was then passed around and signed by the Trust and the CPC.

Ms. Rosenblum offered to bring the signed document to Town Hall the following day for filing with the Town Clerk, the Town Manager, and Town Accountant. The Trust members and Ms. Greaves left the meeting.

**Agenda Item #3: Review/Approve Minutes of 12/6/16**

The CPC reviewed the draft minutes. Upon motion by Ms. Van Lancker, seconded by Ms. Bravacos, the CPC voted (6-0) to approve the minutes as amended.

**Agenda Item #4: Finance Committee – 1/10/17 Budget Meeting**

Ms. Rosenblum informed the CPC that she had been asked by Dan Conroy, chair of the Finance Committee, to participate in a televised budget meeting on 1/10/17 and had asked Mr. Rubertone to accompany her. Ms. Rosenblum said she has asked Town Accountant Ms. Iacaponi to provide an updated CPA financial spreadsheet (to include bond payments, state match, interest, etc) in advance of the meeting in order to prepare the presentation.

**Agenda Item #5: Review/Edit/Approve Draft Policy for funding private projects**

Ms. Rosenblum distributed hard copies of the draft policy, which had been sent to members by email earlier. Ms. Van Lancker suggested including a requirement that confirmation be provided that the property owner approves of the proposed project. Mr. Morgan asked for a definition of “community benefit” and pointed out some language related to the Preservation Restriction (PR)

that the CPC may wish to reconsider. CPC members agreed to edit the state procurement guidelines language, and language related to the PR.

Upon motion by Mr. Shea, seconded by Mr. Cashman, the CPC voted (6-0) to accept the Policy on CPA Funding of Private Historic Projects. Ms. Rosenblum will revise the Policy and distribute.

**Agenda Item #6: Social Media – develop a CPC presence; ideas and assignments**

The CPC discussed how to begin. Ms. Rosenblum said she would need to have other members take this assignment on. Mr. Shea shared his idea of using a map of Ashland to indicate where CPA projects have occurred and when clicked on, a description of the project would appear. Ms. Rosenblum said that a new GIS data layer could be created and imported to the town's GIS maps. Members were expressed support for Mr. Shea's concept, and both Mr. Cashman and Ms. Van Lancker will follow up on seeing how this might be developed further.

Ms. Bravacos and Ms. Whitman spoke about placing articles in Directions and the Local Town Pages promoting CPA. CPC members talked about the deficiencies of the current town website, the inability to update the committee's webpage which contains incorrect information, and how to promote the committee work on Face Book (FB). Mr. Cashman said a website administrator would need to update the page regularly. It was agreed that Ms. Rosenblum would ask the town for Admin privileges to update and manage the CPC webpage on the town website.

A discussion on posting to FB, and the limitations, responsibilities and challenges that might pose continued. It was mentioned that there are several Ashland FB pages, and which one(s) should be used to post to or should a new page be created. Mr. Shea mentioned a "If you're from Ashland" FB page. Ms. Bravacos said the focus and purpose of reaching out on social media should be on CPA education and recruitment of projects. Mr. Cashman said the education piece is important since Ashland taxpayers want to know where their monies are being spent.

**Agenda Item #7: Community Preservation Plan – review lists of CPA accomplishments, properties purchases, and priorities & goals of member committees**

Ms. Rosenblum distributed a spreadsheet and a list of past CPA projects. The committee agreed that these documents are important to get out to the public, and that once the town webpage is updated, these and other materials need to be posted there which will then be promoted and linked to through FB posts.

Ms. Rosenblum asked members to reach out to their respective committees in order to identify and develop goals and priorities for funding of projects. Ms. Whitham said the Historical Commission is discussing descriptive information signage to identify points of historic interest downtown. Ms. Rosenblum said the updated Open Space and Recreation Plan is nearly complete and that priority parcels for protection are identified as potentials for purchase.

**Agenda Item #8: Set Public Hearing Date**

Given the publicity and outreach that is needed to advertise for project solicitation, the CPC agreed to schedule the public hearing to accept proposals for Annual Town Meeting for the March meeting.

**Agenda Item #9: Member & Committee Updates**

This item was part of the discussion of Item #7.

**Agenda Item #10: Other Business**

Ms. Rosenblum mentioned an email received from Mr. Morgan in regards to the School Committee reconsidering the construction of the 5<sup>th</sup> tennis court for a different project. Ms. Rosenblum reached out to Mr. Adams, School Superintendent, and Ms. Tosti, Chair of School Committee, and reminded them that the CPA funds received can only be spent on the items identified in the warrant article approved by Town Meeting. Mr. Adams confirmed his awareness of this and that only those projects identified in the warrant article (but previously taken off the project list due to cost overruns) are the only items being considered.

Ms. Whitham spoke about the Ferdenzi House (Cherry Street) site and proposed demolition, and questioned how the Corner Spot can be allowed on a site purchased by the Trust for affordable housing.

Mr. Shea asked whether CPA monies could be used to replace an unsightly flagpole at Wildwood Cemetery. Ms. Rosenblum reminded him that the project would need to fall under historic, affordable housing, open space or recreation to be eligible for funding.

Upon motion by Ms. Van Lancker, seconded by Mr. Shea, the CPC voted (6-0) to adjourn at 9:03 p.m.

Respectfully Submitted by,

Beth Rosenblum