



# Town of Ashland

## MASSACHUSETTS

### *Pond Street Project Working Group*

*December 11, 2013: 6:30PM*

### *Meeting Minutes*

Attendance: Nathaniel Strosberg, Sara Hines, Ed Bates, Paula Parker, Enzo Scalora

Cc: David Manugian

#### **1. Purpose of the Project Working Group (PWG)**

To lead and coordinate the design process as the liaison and advocate for the Ashland community. The PWG is a recommending body to the board of selectman and the town manager.

#### **2. Possible addition of a business member to the PWG**

It was determined that rather than introduce a specific business to the working group, the PWG would solicit the feedback of developers and businesses early on in the process.

#### **3. PWG Expectations for the Pond Street project process**

- The PWG will ensure quality, meet goals, and build excellence by creating a process that displays a high level of integrity and community involvement.
- The PWG will provide a thorough analysis of options for the community to consider as part of the development process.
- The PWG will work as a team to provide a solution that Ashland can adopt and be flexible in the long term-Design for Adaptability.
- The PWG will foster an environment of collaboration and idea generation.
- The PWG will work to reinvent community outreach; set new standards for community outreach; and inspire involvement by new residents and businesses.
- The PWG will communicate effectively with other boards/committees and town departments.
- The PWG will communicate early and often with MassDOT to ensure there is commitment by MassDOT throughout the process.

#### **4. PWG Roles & Responsibilities**

- Cecil Group will get direction from Nat Strosberg
- Green will get direction from David Manugian

- Paula Parker and Enzo Scalora will be responsible for community outreach. For media relations, all communication to filter through Paula related to the PWG.
- Ed Bates will support David Manugian on engineering
- Sara Hines will support Nat Strosberg on design
- MassDOT coordination will involve Tony Schiavi, David Manugian, Ed Bates

#### **5. Confirm Cecil and Green have all historic documents**

Nat Strosberg will set up a drop box and begin populating it with historical documents. These documents to be shared with the consultants prior to the kick off meeting so that everyone is working off the same information.

#### **6. Media relations**

Paula Parker and Enzo Scalora to develop a media relations plan inclusive of:

- Selecting the metrowest news representative the PWG communicates with
- Developing a schedule of articles
- Having one point of contact through Paula Parker
- Ensure that questions from the median are written to us in advance
- Develop an elevator speech monthly to make sure everyone is on the same page with the message

#### **7. Project Team Kick-Off meeting and general meeting discussion**

The project team kick off meeting with the PWG and Cecil and Green is set for January 10, 2014 from 10-12PM at town hall.