



Town of Ashland

Comprehensive Plan, Project Management Group

Meeting Minutes: January 19, 2023, at 6:00 PM
Location: Ashland Town Hall Meeting Room B & C

Present: Yolanda Greaves, Member
Michael Herbert, Town Manager
Catherine Jurczyk, Member (Chair of Meeting)
Brandi Kinsman, Member
Peter Matchak, Town Planner (virtually)
Anna Tesmenitsky, Member

Others: Chuck Lidz

Meeting called to order at 6:00 pm by Kate as the chair for this meeting.

Brandi moved that we approved our Mission Statement, Anna seconded, passed unanimously 6 – 0

Reviewed calendar of Project Plan Group
Anna moved motion, Brandi seconded, passed unanimously 6 – 0

Review and Discussion of letter to Boards and Committees
Anna – wants to have 2 “layers” of the letter.
Kate – town group vs student group
Yolanda – keep the list on letter and 2nd tier be separate meetings.
Brandi – reach out to the “other groups”, have steering committee and consultant in place before adding more members.
Michael – push response date out to March 1st

Update letter/email invitation email would have detailed into about the commitment, but not in the “letter.”

Review of Selection Criteria Guidelines
See updated letter, Role Description and Selection criteria documents separately.

Motion to approve letter, member role and selection criteria
Michael made motion, Brandi seconded, passed unanimously 6 – 0



Goal is to have letter sent out by Michael by the end of week ending 1/27/2023.

Agenda Item #3

Publicizing for members of the Steering Committee:

Social Media

Create a flyer (Brandi going to create)

On Around the Clock, 1st show in February.

Use the Talen Bank Form

If we get more volunteers than needed for precincts, keep their info and encourage to stay involved and be used other support roles/general volunteers

Discussion of using Heart & Soul as part of the Comp Plan process

RFP process:

- Civic engagement/community engagement needs to be a priority in the RFP.

- Need community values identified at a high level.

- Want to have as much community engagement as possible.

- Need to engage in smaller groups, in the “homes” level.

- Michael will “distill” how third party does public engagement into the RFP as part of the public engagement portion of the RFP.

- Full detailed discussion about if the RFP can discuss using a third party for community engagement.

Detailed discussion of the document “RFP Details”. General items for the RFP discussed the document presented by Kate.

Next meeting to discuss the RFP scheduled for Monday, February 6 at 6 pm

Brandi made motion to adjourn, Yolanda seconded, passed unanimously 6 - 0.

Minutes submitted by Yolanda Greaves