



Town of Ashland

Comprehensive Plan, Project Management Group

Meeting Minutes: February 16, 2023, at noon – 1 PM

Location: Virtual Meeting

<https://us02web.zoom.us/j/87004798126?pwd=cmlVRktQRnlzY0pEMUZCalJGRmxqQT09>

Minutes Approved March 16, 2023

Present: Yolanda Greaves, Member
Michael Herbert, Town Manager
Catherine Jurczyk, Member
Brandi Kinsman, Member
Peter Matchak, Town Planner
Anna Tesmenitsky, Member

Others: Jenn Ball, Asst. Town Manager

Yolanda explained that today's discussion is to finalize the RFP. This was reviewed at the last meeting and today's discussion is review the Implementation Plan which defines the regulatory process and the timeline. Anna explained that she had a couple changes that she wanted included.

Task 5 – Everyone agreed they are good with this task.

Michael explained that Task 6 is the drafting of the Comprehensive Plan and presentation of final plan. Michael said that Kate wanted to be sure that document was available for the community to view. Kate also wants to see the town meeting handout included. Anna feels strongly that the document presented and adopted at Town Meeting should be part of the RFP. Michael expressed concern that this document may contradict certain items in the RFP. Anna said the draft language allows the consultant the flexibility to provide an alternative. Committee members had a difference of opinion on if the consultant would have the same flexibility if flyer was part of the RFP. Some felt that the RFP may not be the right place for the flyer. Yolanda explained that looking at the flyer she feels that many of the items are already included. Michael understands setting up a process but he isn't sure this is the best way to accomplish our goal. Michael said we should look at giving the consultant our goals and let the consultant create the best process to help us achieve our goal. Anna is very uncomfortable with letting the consultant create process. She feels the language allows the consultant to provide a viable option. Yolanda shared that the group was getting caught up on details and how things are listed, when we should



be focused on getting the RFP completed. Michael mentioned that the level of specificity may limit the number of professional that submit proposals. Peter shared that he has been involved in the process in another community and his experience is that the language was not this precise. Jenn explained that the RFP's that she has worked on usually have more flexibility. Yolanda asked Anna if she had reviewed other RFP's which Anna stated she had not. Yolanda is concerned that the level of detail included in the RFP is really what we are looking for the end product. Anna feels comfortable telling the consultant upfront what our expectation is. Kate shared that she also feels this is extremely important. Michael made a modification to Task one and the board members all agreed they are good with the changes.

Yolanda shared Michael's newest revision and the group agreed to accept the edits.

Evaluation Criteria – Kate wants the consultant to include cost savings ideas as part of their proposal. Michael explained that part of the RFP asked that price proposal to broken down including cost by task with the number of hours associated with each task. Yolanda agrees with the proposed language under this section. Michael explained that Kate questioned adding CPO (Jenn Ball) to the review process. Kate feels Jenn should serve in an advisory role only. Michael said that committee is in an advisory role and Jenn being the procurement officer adds value to the process. Kate feels that we need to understand the procurement rules but thinks Jenn should not have a vote.

Brandi suggested that the project management team and the CPO will review the proposals. The project management team with the advice of the CPO will rank proposals.

Kate wants to review the changes. Yolanda recommends that Michael and Jenn review CPO rules and send out a draft and all the members review. Michael explained that he tried is best to include all the comments he received.

Michael is going make the changes and send them out. Yolanda is looking to set up another meeting to hopefully wrap this up.

Michael suggest setting the next meeting for Wednesday on February 22nd at 3:00 and it would be a 30-minute meeting.

Brandi made a motion to adjourn at 1:19 seconded by Yolanda with a unanimous vote of 5-0-0.