



Town of Ashland

Comprehensive Plan, Project Management Group

Meeting Minutes: April 13, 2023, at 5:00 PM
Location: Ashland Town Hall Meeting Room B & C
Draft Meeting Minutes

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

Others:

Brandi Kinsman, acting as chair opening meeting promptly at 5:00 PM in meeting room B/C of Ashland Town Hall. The Comprehensive Plan, Project Management Group started the meeting with a discussion with Mr. Mathew Suarez. Mr. Suarez requested to meet with the group to discuss the reasoning behind why Leah Suarez was disqualified from serving on the Comprehensive Plan Committee due to her involvement and position on the Mindess School Site committee. Ms. Kinsman and Mr. Herbert, Town Manager reviewed the Steering Committees selection process and representation from Town Board's and Committee's well as the six members representing the six voting precincts. Mr. Herbert spoke to the vote taken in April 7, 2023 regarding the path to membership either representing a Board and Committee or being selected as representative of a precincts. The conversation concluded to allow Ms. Suarez to interview to represent precinct 2. Said meeting was to be scheduled for a future date.

The group then meet with Jonathan Beck applying to represent precinct 1. Mr. Beck introduced himself and stated his interest in applying to the Comprehensive Plan Committee was to use the position to connect with Ashland residents in his voting district and to focus on expanding economic development opportunities in downtown. Mr. Beck explained his skillset he who bring to the committee includes knowledge of marketing.

Next the group meet with Lisa Churchill applying to represent precinct 6. Ms. Churchill, introduced herself to the group and explained she is a small business owner in downtown Ashland, and is an apartment renter. As a representative to the Comprehensive Plan Ms. Churchill stated she is most interested in housing and economic growth of the downtown area.



After working for large companies in PR and marketing. Ms. Churchill explained she brings experience in outreach to large audiences and promotion of topics through media.

Next was to select the Comprehensive Plan Steering Committee representation from each precincts and high school representative. The Board first thanked all applicants and discussed the outstanding qualifications of each. The following representative were selected from each precinct:

- Precinct 1: Kortni Wroten
- Precinct 3: David Evancho
- Precinct 4: Aroon Manoharan
- Precinct 5: Rajashree Ghosh
- Precinct 6: Lisa Churchill
- High School Representative: Hasini Reddy

It was determined that precinct 2 will be decided after meeting with Ms. Suarez which shall be made for a future meeting.

In regards to communication with all applicants to the Comprehensive Plan Committee that were not selected Mr. Herbert will be emailed and calling individual and thanking them for volunteering. The group then discuss a future agenda item to discuss how the group can keep volunteers active through the planning process.

Discussion of an article for the upcoming, Local Town Pages was tabled for a future meeting agenda.

Meeting Minutes of March 16th, 2023 were reviewed – Yolanda made a motion to approve, Anna seconded. Motion passed 6-0.

Meeting Materials – Scoring spreadsheet, March 16, 2023 Meeting Minutes.

			Comprehensive Plan Steering Committee										
Name	e-mail	Phone Number		Date Received	Precinct Number	Date Received	Yolanda Greaves	Catherine Jurczyk	Michael Herbert	Brandi Kinsman	Pete Matchak	Anna Tesmenitsky	Average
Kortni Wroten	kortni.wroten@gmail.com	774-955-8921	X	2/8/23	1	3/30	1	1	1	1	1	1	1.00
Jonathan Beck	jp@emailbeck.com	508-369-7520	X	2/15/23	1	3/30	3	5	2	3	3	3	3.17
Jacob Coolberth	jakecoolberth@gmail.com	508-331-2907	X	2/15/23	1	3/31	2	2	3	2	2	4	2.50
Steve Morgan	steve@thegreathill.com	508-930-4096	X	2/21/23	1	3/26	5	4	5	5	4	5	4.67
Chris Gazard	Cgazard@gmail.com	508-561-5249	X	2/22/23	1	3/31	4	3	4	4	5	2	3.67
Premal Shah	premal.shah@gmail.com	413-221-6733	X	2/3/23	2	3/20	4	5	1	4	1	5	3.33
Shaun Adamec	shayunadamec@gmail.com	617-888-2213	X	2/7/23	2	3/20	6	4	3	6	2	6	4.50
Timothy C Henderson	thehenderson53@gmail.com	508-808-4055	X	2/7/23	2	3/31	3	2	5	5	7	2	4.00
Jon Fetherston	jonfetherston@comcast.net	508-816-6674	X	2/9/23	2	3/30	7		7	7	4	7	6.40
Leah Suarez	leahsrz@gmail.com	617-869-3655	X	2/11/23	2	3/29	2		2	2	3	4	2.60
Luara Johnson	Letjohnson3@gmail.com	239-248-1334	X	2/28/23	2	3/30	1	1	6	3	6	1	3.00
Ben Kriete	brkriete@yahoo.com	413-250-0507	X	3/1/23	2	3/31	5	3	4	1	5	3	3.50
David Evancho	devancho@gmail.com	802-989-3430	X	2/14/23	3	3/28	2		1	2	2	1	1.60
Evan Lavidor	evan@lavidor.com	617-640-1396	X	3/1/23	3	3/31	1		2	1	1	2	1.40
Aman Sharma	amansharma031990@gmail.com	978-654-0029	X	2/6/23	4	3/30	3	2	2	3	3	1	2.33
Aroon Manoharan	apm750@yahoo.com	508-309-3363	X	2/9/23	4	3/31	2	3	1	2	1	3	2.00
Mark Dassoni	ageless20211@outlook.com	508-881-4086	X	2/9/23	4	3/20	4	4	4	4	4	4	4.00
Jennifer Leland	bayswatergirl@hotmail.com	774-279-3945	X	2/10/23	4	3/31	1	1	3	1	2	2	1.67
Amanda Hayes	amandaekey@gmail.com	646-209-3141	X	2/9/23	5	3/31	1		1	1	2	1	1.20
Rajashree Ghosh	rgsinlimite@gmail.com	508-904-7578	X	2/10/23	5	3/22	2		2	2	1	2	1.80
Tyler Thompson	tylerethompson@gmail.com	774-230-0428	X	2/3/23	6	3/31	3	2	4	4	4	3	3.33
Lisa Churchill	lisa@blushbouquets.com	508-294-2910	X	2/13/23	6	3/30	1	3	1	1	2	4	2.00
Judy Javidpour	javidpourj@gmail.com	508-231-0847	X	2/15/23	6	3/29	2	1	2	3	3	1	2.00
Lucien Hollins	l.x.hollins@gmail.com	480-334-9179	X	2/23/23	6	3/31	4	4	3	2	1	2	2.67
Students													
Abhishek Karthik	karthikabh@ashland.k12.ma.us	508-654-4512		2/28/23	1	Student - 3/29	1		2	1	1	1	1.20
Taylor Kotch	kotchtay@ashland.k12.ma.us	508-740-8906	X	3/1/23	1	Student - 3/31	2		1	2	2	3	2.00
Hasini Reddy	reddyhas@ashland.k12.ma.us	508-215-6543	X	3/1/23	6	Student - 3/30	3		3	3	3	2	2.80

Comprehensive Plan Project Management Team

3/16/2023 Minutes

The group started by finalizing the five questions we were going to ask for each precinct candidate.

Brandi likes Q2, Q1 (simplified), Q1 under Comm Engagement,
Added a couple more generic questions

1. What is your favorite things about Ashland? What is your least?
2. How long have you lived in Ashland and what brought you here.

The following questions were determined to be the final versions (with modifications)

General Candidate Qualifications – Questions 1 and 2

Community Engagement – Question 1, and:

1. What is your favorite things about Ashland? What is your least?
2. How long have you lived in Ashland and what brought you here.

The group next moved to discuss the interview process. It was decided that one person per precinct to would ask questions. There will be limited opportunities for follow-up questions.

The group discuss drafting a welcome memo from Project Management Group for Steering Committee. Yolanda to draft memo.

The group had further discussion about the letter to Precinct Candidates/Student Applicants – Will add a sentence/section encouraging people to include demographic data, although that is not involved. We also discussed phrasing to encouraging volunteering even if people are not picked as precinct representatives. Ultimately, it was decided to use Brandi's letter with modifications and include the flyer used at Town Meeting to provide more information.

We had discussion about Volunteer Engagement – the group tentatively agreed to provide a monthly share with the Steering Committee the concept of providing a monthly update electronically to volunteer. This list will start with members who applied to be a part of the Steering Committee and other residents will be able to opt-in. There was significant discussion about how to utilize additional volunteers. Anna will draft a revised letter and will bring it back to the group at the next meeting.

Marketing – Brandi will take a draft of the press release. By May 15, we will prepare a communications to go into the June Local Town Pages.

Staffing for Project Management and Steering Committee – Michael can commit to having an additional staff member to help with the scheduled monthly meeting starting at 6pm.

We reviewed important upcoming dates:

March 31 – Questions due on this date by midnight

Between the 31st and 10th – Members will review answers and the applicants will be notified if they are selected for interview on the 10th. April 7th to discuss ties.

April 11 from 6PM-10PM for interviews of candidates.

April 13th – from 5-7 to make decisions.

April 14th – Notify precinct members who are chosen and chosen

May 11th – Joint Meeting with Select Board and Planning Board to ratify appointments

Meeting Minutes – January 19th, 2023 – Yolanda made a motion to approve, Anna seconded. Passed 6-0

February 6th – Yolanda made motion to approve, Anna seconded. Passed 6-0

March minutes - Yolanda made motion to approve, Anna seconded. Passed 6-0

OML Compliance for Minutes – Peter will take the approved minutes and post them. That will be the process moving for.

Update to Project Management Group Procedures – Discussion of the impetus for the proposed changes.

Update to Project Management Group procedures – Anna to redraft utilizing Michael and Kate's edits.

Meeting Room for Steering Committee – Michael will check with the Library to see if we can use that room for Steering Committee meetings.

Motion to adourn by Yolanda, Seconded by Anna – 6-0