

]Comprehensive Plan Project Management Team

Meeting Minutes: June 15, 2023 6:15 pm Meeting held at Ashland Public Library – 66 Front Street and remote via Zoom.

Members present: in person: Michael Herbert, Kate Jurczyk, Brandi Kinsman, Anna Tesmenitsky (joined meeting after start) members present remote: Yolanda Greaves; absent Peter Matchak.

Documents used:

- Proposed Questions to Consultants
- Comprehensive Plan Steering Committee June 15, 2023 Meeting Agenda

Meeting Chair: Brandi Kinsman, meeting was called to order at 6:20PM

Agenda Item 1. Logistics for the Consultant Interview, including questions

- Group reviewed draft questions that Kate Jurczyk and Anna Tesmenitsky worked on, accepted all draft questions and others added questions during the meeting. Attached is the list of questions reviewed for the consultant.
- Group discussed and decided other logistics for Consultant Interview meeting, the items below were agreed to by all members present:
 - Reviewed the process that Michael communicated to the Consultants which is 15 minutes of a presentation by them followed by a ½ hour Question & Answer session with the Select Board and Planning Board.
 - Brandi will run the meeting starting by introducing Ashland board members and will facilitate the meeting.
 - After the Consultant presentation, Brandi will ask the predetermined questions. Brandi will try to keep track if the Consultant already answered a question in their presentation and not ask it if it was satisfactorily addressed already.
 - After the predetermined questions are asked, Brandi will open it up for questions from board members.
 - After the interviews are complete for both Consultants, the Boards will have a discussion and vote on selection of a consultant to be provisionally approved based on qualifications (1/2-hour timeframe).
 - After provisional approval, the process continues with the pricing proposals for both to be opened and compared. References will be verified. Jenn Ball has these responsibilities.
 - Project Management Team will need another meeting for final review based on the additional information. This meeting time/date was not determined at this time.
 - Michael Herbert will send the RFP and the Consultant proposals to the Planning Board and Select Board members for review prior to the consultant interviews.
 - Other notes: Michael may not be able to present at the beginning of the meeting; Anna will be participating remotely, Yolanda may be participating remotely; Kate reported to

that Marcelo has told the Planning Board he will be recused from the VHB presentation as he is currently working with them on a project.

Agenda Item 2. Logistical Items to Be Discussed with Steering Committee

The items below on the meeting agenda were not discussed in detail but rather who would be presenting them during this meeting.

- Steering Committee Procedures
- Role of Sub-Committees of the Steering Committee
- Role of Consultant
- Timeline for the Comprehensive Plan/Outputs
- Selection of Chair, Vice Chair and Clerk

The Project Management Team reviewed the Agenda for the June 15, 2023 Comprehensive Plan Steering Committee and discussed how the agenda would be handled. It was agreed that Anna and Brandi would share chairing the meeting. Anna said she would present Agenda Items 4, 5, & 6 with Steering Committee Member Stacey Lewis Grant as they had jointly worked on documents they had to present.

Group liked the idea of Item #2 SWOT Exercise on the Steering Committee Agenda but had concerns about how the exercise would fit into the meeting timeframe. The Team decided to shift the order and put it later on the agenda, before the last agenda item acknowledging that the addition of that item had to first be approved by the Steering Committee.

Group agreed to have Kate present Item #2 on the June 15, 2023 Steering Committee agenda – Procedure Document from the Project Management Group.

Group decide there should be a 5 minute break somewhere around the middle of the meeting and added a reminder that we should ask the group to set agenda items at the end of the meeting.

Agenda Item 3. Review and approve Meeting Minutes from 5/9/23

- Motion made by Yolanda to accept meeting minutes from 5/9/23, seconded by Michael. Minutes were approved by vote 4 yay, 0 nay, 2 absent

Agenda Item 4. Project Management Group policy on posting minutes to town website

- Brandi stated that it is not an Open Meeting Law requirement to have minutes posted to the website but it is a Town policy to do so and group present agreed this was their understanding that minutes will be posted.

Chair asked for a motion to adjourn, Michael made a motion to adjourn, Yolanda seconded motion. Voted affirmative to adjourn 5-0-1.

Respectfully Submitted, Kate Jurczyk

Comprehensive Plan – Consultant Interviews

1. How will you help Ashland resolve divergent public views about elements of the Comprehensive Plan? How much time/\$ value of your proposal is dedicated to this task? How can we feel comfortable that your proposal includes adequate resources for this process?
2. What do you see as most effective process for streamlined communication that respects a transparent process? How can we make sure decision-making is documented and based on community will?
3. What elements of a Comprehensive Plan are the most challenging and how will your expertise be most helpful with these?
4. How will you help us make sure the final product is truly reflective of our community because we achieved widespread public involvement reflecting community demographics? How can you help us collect the demographic data of participants?
5. Please describe the interactive website/social media you plan to use. Is it a 3rd party software or something by your company? What level of access will Ashland have to this after the project is complete?
6. We do not want the Comprehensive Plan to "sit on a shelf". What Role do you play in a successful Implementation process and how have you approached such a role in other communities?
7. What will your approach be to working with a Steering Committee of 30 members? What recommendations do you have for process for efficiency?
8. Our Steering Committee meets the 3rd Thursday of the month, can you commit to be available for that time slot?
9. Please give details about your community outreach plan.

JM Goldson

Your proposal discusses a plan for the next decade. We envision an initial planning for a 15-20 year timeframe putting us a little more in the aspirational planning category than your proposal has stated. One can imagine scenarios where "realistic & fiscally-responsible strategies" in the 10 year timeframe could end up being short sighted and not address long term needs, how does that affect your proposal if Ashland does not wish to alter our projected timeframe?

On page 10 you cite using existing documentation for some baseline inventories. This makes sense not to pay to duplicate what is already available. Can you provide a specific list of which items in Task 3 that you will not produce during the process?

What other projects are you working on? How will you assure us we will get proper attention for our project?

Some of the Master Plans from Goldson seem to be “abstract”, how can it be more concrete?

VHB

Your proposal on page 28 notes a 10 year plan period. We envision an initial planning for a 15-20 year timeframe, how does that affect your proposal if Ashland does not wish to alter our projected timeframe?

We feel the strength of engineering from VHB shows through in the proposal response. How can you convince us we are going to get the experts in planning?

Comprehensive Plan Project Management Group- hybrid meeting
Meeting minutes 5/9/23

Michael Herbert called the meeting to order at 6:05pm- Group members present were Michael Herbert, Brandi Kinsman, Yolanda Greaves, Anna Tesmenitsky, and Kate Jurczyk,. Absent: Peter Matchak

The group reviewed the meeting minutes from April 7th. Anna made a motion to approve the minutes with a documents list attached. Brandi seconded it. Voted 4-0-2 (Michael absent for vote).

The group reviewed the meeting minutes from April 11th. Anna made a motion to approve the minutes with a documents list attached. Brandi seconded it. Voted 4-0-2 (Michael absent for vote).

The group discussed the article that Brandi had drafted for the Town Pages newspaper. The only suggestion was to include the list of names with their committees in a table form. Brandi will reach out to Peter for the list that he had sent out to the Select Board and the Planning Board for the joint appointments that has that information.

There was a discussion on the next steps for the RFP and selecting a consultant for the Comprehensive Plan. We had received 3 proposals from candidates. The group reviewed the individual evaluations of each of the Project Management Team members and the consensus among the members was to recommend VHB and JM Goldson for interviews in front of the Select Board and Planning Boards.

Possible dates discussed included May 31 or June 14th. Brandi will reach out to Tricia Kendall to check availability for Planning Board. Michael will reach out to the consultant candidates. We are planning for a 2 hour time block. 20 minutes for each of the consultants' presentation, 25 minutes for questions of each candidate, and 30 minutes for the boards to deliberate and make a decision. The project management team will create specific questions (TBD) for the consultant candidates so they are consistent at the beginning.

Review logistics for May 18th Steering Committee meeting: The meeting will be in the library. It will be hybrid, but the committee members will be encouraged to be in person for the first meeting. There will be some discussion of a Chair for the Steering Committee, but it is not necessary to decide at the first meeting.

There will be a brainstorming ice breaker for the first 30 minutes for groups and then the groups will share out. Brandi and Yolanda will work on it (Yolanda will not be at Steering Committee on the 18th). Anna, Brandi, and Michael will give a quick presentation on the CP process.

Everyone will get a chance to introduce themselves and say why they are volunteering for the CP. Michael will handle the logistics (20 min)- group will meet the 3rd Thursday of every month. Michael will ask Susan to create a Steering Committee email list.

Efficient process for determining interim meetings- discussed off-cycle meetings. Anna to post agenda and meeting minutes for impromptu meetings. Michael to send out procedures to group. Chair for meeting will follow procedures.

Group reviewed the Policies & Procedures document and both Kate and Michael's changes. The group decided not to proceed with changes at this time.

Review steering committee selection process- Kate felt that we should have had more responses to the 5 questions that we did and we should have discussed it. Brandi said that most of the people waited until the last minute to submit and we only wanted the people who were completely committed to being a part of the process. We knew not everyone would complete. Michael stated that it was impressive we had 27 precinct candidates to choose from.

Review Comprehensive Plan document that the Planning Board had voted on. Brandi said that the Select Board discussed the fact that the PB had voted on the timeline but were not going to vote on a process until we had a consultant on-boarded since there was a good possibility the process would change. Select Board was comfortable with it.

Group will plan to meet with Jenn between 5/31 and 6/15 to review the bids once the board have voted. Date TBD.

Brandi made a motion to adjourn at 7:50pm. Michael seconded. Voted 5-0-1.

Submitted by Brandi Kinsman

Document list:

- Meeting minutes draft- 4/11/23 & 4/13/23
- Evaluation for Comp Plan Consultants
- Proposed agenda for First Steering Committee meeting
- Town Pages newspaper article draft
- Policies and Procedures document with Kate and Michael's edits