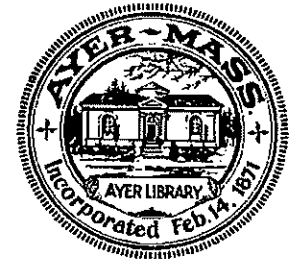


TOWN OF AYER  
Master Plan Committee  
Ayer Town Hall—1<sup>st</sup> Floor Meeting Room  
Ayer, MA 01432



Tuesday, March 29, 2016  
Meeting Minutes

**Present:** Carolyn McCreary and Jane Morriss, Co-Chairs; Susan Copeland, Jannice L. Livingston; Susan Tordella Williams; Ruth Rhonemus; John Ellis; Harry Zane, Karen Swanfeldt, Geoffrey Tillotson,

Robert A. Pontbriand, Town Administrator  
Carly M. Antonellis, Assistant to the Town Administrator  
Cindy Knox, Systems Administrator  
Jeremy Callahan, Chair, Ayer Planning Board  
Lisa Gabree, Town Accountant  
Nathan Meharg, Design & Visual Communications Instructor, Nashoba Valley Technical School District

**Absent:** Dan Gleason, Pat Kelly, Dan Graham, Jenn Gibbons

**Call to Order:** J. Morriss called the meeting to order at 6:00 PM.

**Request to reorganize the agenda:** With unanimous consent of the Board the agenda was reorganized.

**Logo/Graphics Update:** Nathan Meharg, Design & Visual Communications Instructor at Nashoba Valley Technical School District, discussed the process of tasking his students to create a logo for the Master Plan Committee that can be used to promote the Master Plan on tee-shirts, caps, totes, as well as in written materials. He will create a special team of students, involving students who are from Ayer if possible, to undertake the project. J. Morriss gave him a copy of the Master Plan Survey to serve as background for the project. N. Meharg and his team of students will return April 26 to report on their progress.

**Update on Master Plan Committee Video:** H. Zane showed the Master Plan video to the assemblage, drawing great critical acclaim for his efforts. He agreed to e-mail a copy of the final cut to N. Meharg to as it will help orient his creative team.

**Motion:** A motion was made by C. McCreary and seconded by J. Ellis to approve the meeting minutes of January 26, 2016. **Motion passed 10-0.**

**Motion:** A motion was made by J. Livingston and seconded by S. Tordella Williams to approve the meeting minutes February 23, 2016. **Motion passed 10-0.**

**Review of RFP's for Consultant:** Our RFP drew two respondents: Montachusett Regional Planning Commission and Community Opportunities Group/Green International Affiliates, Inc. Both firms have done work with the Town of Ayer. After a discussion about the Committee's options, it was decided that hiring a consultant is a process that needs to be worked through.

**Motion:** Carolyn McCreary made a motion to instruct C. Antonellis to send each of the MPC members an evaluation form that will list four criteria for evaluating the consultant proposals and each member of the Committee will review the submissions and return their completed forms to the BOS office no later than April 22<sup>nd</sup> so the matter can be discussed

with the Committee as a whole at the next meeting, April 26<sup>th</sup>. The motion was seconded by J. Livingston, and was approved 10-0.

**Update on Annual Town Meeting Warrant Article for Funding:** The committee voted 10 – 0 to request \$100,000 for funding the master plan. To prepare for town meeting, Committee members agreed to come up with three talking points for a TM presentation, as well as answers to 3 anticipated objections. A reminder of this “homework assignment” will be e-mailed to members along with the RFP evaluation forms.

**First Public Meeting Date of May/Logistics:** The Committee is going to hold its first public meeting on May 24<sup>th</sup> and in the interests of time it was decided the details of preparation and promotion will be discussed in more detail at the April 24<sup>th</sup> meeting.

**Survey Results Discussion:** 152 people responded to the Master Plan Survey that asked three open-ended questions. C. McCreary, S. Copeland, and J. Morriss compiled the results and presented them to the Board. The three questions were:

- 1) What are the top three issues that you feel the Master Plan should address?” ( S. Copeland)
- 2) What do you value most about living in Ayer?” (C. McCreary) and
- 3) “If you were to leave Ayer and return in 10 years, what would you hope to see?” (J. Morriss)

They each went through their findings in detail and C. Knox agreed to post the results on the Committee’s website.

Adjournment: A motion was made by C. McCreary and seconded by Karin Swanfeldt to adjourn at 7:55 PM. Motion passed 10-0

Minutes Recorded and Submitted by Jane Morriss

Minutes Approved by Comprehensive Plan Committee on:

*April 26, 2016*

Co-Chair Signature Indicating Approval:

*Carolyn McCreary*