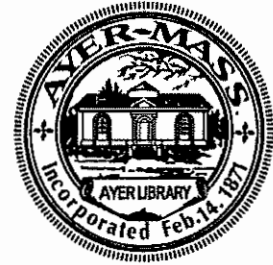


Town of Ayer  
Master Plan Committee  
Ayer Town Hall – 1<sup>st</sup> Floor Meeting Room  
Ayer, MA 01432



Tuesday December 22, 2015  
Meeting Minutes

**Attendance:** J. Morriss and C. McCreary (Co-Chairs); S. Copeland; E. Kelley; H. Zane; R. Rhomenes; J. Ellis; D. Graham; J. Gibbons

**Absent:** J. Livingston; A. Bauer

**Others in Attendance:** R. Pontbriand (Town Administrator); M. Wetzel (DPW Superintendent); C. Hillman (Selectman)

**Call to Order:** The meeting was called to order at 6:05pm by J. Morriss

**Approval of Minutes:** The Committee decided to take up the approval of minutes at the January meeting.

**Review of Consultant RFP** by R. Pontbriand

The Town Administrator facilitated a discussion with the Committee regarding what the Committee wanted in a Request for Proposals for a Consultant to assist the Committee. He outlined the issues of cost; schedule; and the issue of the work balance between the Consultant and the Committee.

C. McCreary stated that there should be a good balance of the division of work between the Consultant and the Committee.

H. Zane stated that he would feel better if the front section of the Master Plan was not just bullets but had depth about it.

M. Wetzel suggested that the Committee put down its goals and objectives of the study clearly in the beginning.

J. Ellis stated that we should put our goals and priorities first and then the statutory requirements of the report last.

C. McCreary passed out two handouts to the Committee: 1. The Categories of the Master Plan and 2. The Executive Summary from the previous plan.

J. Ellis stated that we have been doing four months of visioning and we need to define where are we and where do we want to be?

H. Zane noted that the previous Consultant wanted to ignore the issue of Devens in the Master Plan. The Consultant for this plan ought to review and understand Devens including the Devens disposition process and next steps.

C. Hillman stated that Pirone Park, the Commuter Rail, Business Community, How we compete with Devens all be part of this plan. The plan should not be boiler plate.

J. Morriss stated that we need to understand what we can do and do it creatively.

C. McCreary stated that we should include the issues of Town Governance, Sustainability, Technology, and look at Devens in this Master Plan.

R. Pontbriand said he would incorporate this discussion in the proposed DRAFT RFP for the Consultant subject to review and approval by the Master Plan Committee. The goal will be to have the Committee approve the RFP at the January meeting.

### **Public Outreach Plan**

M. Wetzel facilitated a discussion with the Committee regarding a Public Outreach Plan for the Master Plan.

S. Copeland stated that we need to really tap into the schools. The schools have a “Panther Nation Post” and FB Page for outreach. We need to involve parents and family. We could have a quick survey on the Master Plan as part of the March 1<sup>st</sup> Primary Election. High school students need to do 50-60 hours of community service. Get them involved.

C. Hillman agreed that the schools are a great resource for outreach.

J. Morriss stated that we need talking points to get the Master Plan message across.

M. Wetzel suggested that the Committee should host a public open house forum. Using the high school auditorium as a venue would be great.

C. McCreary stated that H. Zane will work on a public outreach/promotional video.

J. Morriss discussed the idea of a logo to brand the Master Plan and showed potential samples to the Committee.

C. McCreary asked the Committee to review the Executive Summary of the 2005 Plan and come to the January meeting to discuss a review of what was done? What do we want done? What don't we want done?

S. Copeland reminded the Committee that the Town will celebrate its 150<sup>th</sup> Anniversary in 2021.

Adjournment:

**MOTION:** A motion was made by C. McCreary and seconded by M. Wetzel to adjourn the meeting. Motion passed unanimously.

Meeting was adjourned at 7:50pm

*Meeting Minutes recorded and submitted by R. Pontbriand, Town Administrator*

Minutes Approved by Comprehensive Plan Committee on: 2/23/2016

Co – Chair Signature Indicating Approval: Carolyn McNeary