

Town of Ayer

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Master Plan Committee Meeting Minutes For 2016 JUN 29 AM 11:13 *lf*  
Tuesday, April 26, 2016, 6pm  
1<sup>st</sup> Floor Meeting Room, Ayer Town Hall

Attendance: Carolyn McCreary; Jane Morriss; Karin Swanfeldt; Ruth Rhomenus; Harry Zane; Ed Kelley; John Ellis; Geoff Tillotson; Susan Copeland; Michelle Grainger (For Dan Gleason)

Absent: Jannice Livingston; Dan Graham; Susan Tordella Williams

Also in Attendance: Robert Pontbriand, Town Administrator  
Mark Wetzal, DPW Superintendent

Call to Order: Meeting was called to order at 6:08pm by Carolyn McCreary.

The Committee heard a presentation from the Nashoba Valley Technical High School's graphic design students regarding some proposed logos and slogans for the Master Plan. Teacher, Nathan Mehurg and student Charlotte Dufresne presented the proposals and explained that they reviewed the Master Plan Committee and mission and focused on downtown for the logo and slogans. Some of the proposals included the image of a train connected to Downtown and a bridge. The amount of detail has been simplified to mass produce the image. The students will continue to brainstorm and develop the logo.

J. Morriss suggested that there be a Logo Design Subcommittee. The Committee agreed and J. Morriss, E. Kelley; and H. Zane will serve on the subcommittee and work with the students.

Approval of the March 29, 2016 Meeting Minutes

**MOTION: A motion was made by H. Zane and seconded by K. Swanfeldt to approve the March 29, 2016 meeting minutes. Motion passed unanimously.**

**Review of RFP Evaluation for Consultant Services**

C. McCreary explained that the RFP states that the proposals shall be evaluated by a team of four members and proposed that the Co-Chairs along with the Town Administrator and DPW Superintendent be charges with reviewing and selecting the consultant.

**MOTION: A motion was made by J. Morriss and seconded by J. Ellis to authorize the Committee Co-Chairs with the Town Administrator and DPW Superintendent to review the RFPs received and select a firm to award the contract to. Motion passed unanimously.**

C. McCreary stated that ideally we will have the consultant on board to participate in the May 24<sup>th</sup> Public Meeting.

H. Zane stated that he had reservations regarding both firms and has submitted his comments for review.

J. Morriss stated that we have two good firms to pick from and we need to get the ball rolling.

H. Zane asked if the Committee has to choose either of them or can we reject.

K. Swanfeldt stated that she disagrees and that we need to move forward and that we will not all agree however the majority feels that one of the two can do the job.

H. Zane stated that he had concerns that the objective criteria for the project were not adequately answered.

J. Morriss stated that the subcommittee will review and that we are not minimizing H. Zane's concerns but the subcommittee will vet the proposals and we need to move forward.

H. Zane stated that it is important that the issues of information technology and hazardous waste sites are addressed.

### **Planning for the May 24<sup>th</sup> Public Outreach Meeting**

The Committee discussed the preparations and details for the May 24, 2016 Public Outreach Meeting to be held at 7pm at the new High School Commons.

C. McCreary suggested that invites be handed out at the May 9<sup>th</sup> Town Meeting.

S. Copeland also suggested flyers be handed out at the Transfer Station.

M. Wetzel suggested that the format consist of introductions; what is a Master Plan; our public participation strategy; discuss the recent survey questions; and next steps.

K. Swanfeldt graciously offered to provide refreshments for the meeting and stated that we should plan for an attendance of around 50-60 people.

C. McCreary stated that we will have a sign-in table and hopefully the consultant will be on board to participate as well.

### **Preparation for the May 9<sup>th</sup> Town Meeting**

R. Pontbriand explained that there is a warrant article in the amount of \$100,000 for the funding for the Master Plan. He did not anticipate there to be any opposition at Town Meeting. He explained that we will show the Master Plan promotional video during Town Meeting and that there is a presentation slide to explain the article.

The Committee stated that the next Committee Meeting would be on June 28, 2016 as the Public Outreach Meeting on May 24<sup>th</sup> will serve as the Committee's May Meeting.

**MOTION:** A motion was made by J. Morriss and seconded by K. Swanfeldt to adjourn the meeting.  
**Motion passed unanimously.**

Meeting adjourned at 7:10pm.

Minutes Recorded and Submitted by Robert A. Pontbriand, Town Administrator

Minutes Approved On: JUNE 28, 2016 Signed: 