

12/1/2023 Meeting Notes

Attendees: Robert Pontbriand (Town Manager), Alan Manoian (AOCED), Jonathan Kranz (Planning Board/Resident/Workgroup), Dan Van Schalkwyk, Matt Herson (Town of Ayer DPW)

12/18/2023 Meeting Notes (in Blue)

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Discussion of Public Outreach for Stormwater Utility Workgroup

- Key Items to Address with Public Outreach
 - Develop outreach and explanation for businesses
 - Develop outreach that addresses the term “rain tax” or other misnomers
 - Provide reasoning for special cases, one specific case is exempt entities (e.g., Town, Church, etc.) – this will be part of the policy decisions/regulations that are developed by the Workgroup
 - Quantify using financials why an Enterprise fund should be implemented vs general fund. Further discussion, show what happens in each scenario – do nothing, fund from general fund, fund from enterprise fund – and why the preferred method is an enterprise fund.
 - Develop explanation for why existing Enterprise funds (water and sewer) cannot be used
- Ideas for Public Outreach
 - Host a presentation at the Library related to air, water, and stormwater with a special speaker, video record this meeting
 - Tell the human story (generation – how we got here and what our generation is dealing with now and what future generations need)
 - Determine the proposed rates before significant outreach efforts begin (January)
 - Outreach with the School staff and potentially provide education to the children on the importance of stormwater (Enviroscape)
 - Use social media as a tool for education
 - Use visuals (Example: Photos/videos of broken infrastructure)
 - Work with a business leader, such as Catania Spagna, for educating the businesses and community
- Timeline
 - Create a timeline of outreach and activities that lead to Fall 2024 Town Meeting. Dan provided a Draft timeline leading to FTM. Minor changes will be added and presented to the Workgroup.
 - Group had consensus that Fall Town Meeting is a better platform than Spring to consider the Stormwater Utility
- Other Discussion
 - Meeting on December 20th will focus rate scenario with a maximum payment cap, example of residential cost through general fund compared to enterprise fund, initial look at the online map viewer, and review and discussion of public outreach

Tasks

- Jonathan leading effort for presentation at the Library, speaker fee may be paid from DPW funds
- Dan revised the Timeline showing outreach/activities leading to Fall Town Meeting 2024
- Workgroup to determine individuals to develop draft of FAQs
- Dan will provide prior presentation to use as a template for presentation to various Boards and Committees
- Dan will distribute Agenda and revised materials, including these meeting notes, prior to meeting on December 20th