

**TOWN OF BRUNSWICK COMPREHENSIVE PLAN UPDATE STEERING COMMITTEE
MEETING SUMMARY – DRAFT 2
JANUARY 7, 2020**

MEMBERS PRESENT: Larissa Darcy (Steering Committee Chair), Catherine Ferdinand, Fred Koerber, Alison Harris, Elizabeth Kohler, Marcy McGuire, John Perreault (Town Council Chair, District 4), Jacqueline Sartoris, Sande Updegraph (Planning Board), Christopher Watkinson (Town Council, District 5), and Kathy Wilson (Town Council, At Large)

MEMBERS ABSENT: Anthony Sachs

STAFF PRESENT: Matt Panfil, Director of Planning and Development
Laurel Margerum

A meeting of the Town of Brunswick Comprehensive Plan Update Steering Committee was held on Tuesday, January 7, 2020, in the Town Hall Council Chambers, 85 Union Street. Steering Committee Chair, Larissa Darcy, called the meeting to order at 6:30 PM.

Larissa Darcy requested a change to the agenda to allow for public comment at the start of the meeting rather than at the end. The Steering Committee agreed to this request.

Susan Hayward, Brunswick resident, commented that she attended the Plan Brunswick launch party event on November 5, 2019 and that she previously served on the City of Lewiston Land Use Planning Committee. She stated that she is interested in the Comprehensive Plan Update process as it is different from her experience in Lewiston.

Juka Zolas, Brunswick resident, commented that she had moved away from Brunswick but returned last September. She is a member of the Recycling and Sustainability Committee and is trying to learn more about the Town since she has returned. She also attended the launch party event and is interested in the Comprehensive Plan Update.

The Steering Committee then discussed the upcoming community workshops. Matt Panfil provided an update regarding the dates, times, and locations for the workshops. The first workshop will be held at the Brunswick High School Cafeteria from 6:00 PM to 9:00 PM on Thursday, February 6, 2020. The second workshop will be held at St. John's Community Center from 9:00 AM to 12:00 PM on Saturday, February 8. The same material will be covered at each of the meetings, but by offering two different dates, he is hopeful that residents will be able to find a time to accommodate their busy schedules. Larissa Darcy added that these workshops will be the visioning sessions in which the community can share their vision for the Town over the next ten, fifteen, or twenty years and she encourages residents to attend.

Matt Panfil stated that Craig Freshley from Good Group Decisions will be facilitating the workshops. There is a pre-workshop meeting with Craig on Wednesday, January 15, 2020

at 6:30 PM and any interested Steering Committee members are invited to attend, although it is not mandatory. Matt added that he estimated approximately 100 people would attend each workshop which would make it suitable for small group discussions. He asked for suggestions from the Steering Committee.

Alison Harris suggested that Craig will have suggestions as how to organize the event at the upcoming pre-workshop meeting on January 15. Larissa Darcy agreed and stated that she anticipates a turnover of visitors throughout the workshops with not every visitor being there for its entire duration. Jacqueline Sartoris asked for clarification as to the anticipated timing of the workshops and whether people are expected to commit to the entire block of time or if they can drop-in for a shorter period of time and still participate. She prefers that people who can only participate for a short period can come in and still provide meaningful participation. Larissa stated that she also prefers the ability for residents to visit and contribute for whatever time they have available. Matt Panfil stated that the Steering Committee will ask Craig for suggestions as to how schedule the time to allow for visits of various durations.

Susan Hayward asked if there was a place on the website, planbrunswick.org, where people who cannot attend the community workshops can provide comments. Larissa Darcy responded that there is an online survey on the website and a quick poll section with periodically-changing questions. Matt Panfil added that comments can be provided via the Steering Committee's various social media accounts, which can be found by searching for "planbrunswickme."

The Steering Committee then discussed ideas for exhibits, maps, and other documents for the Wednesday, February 5, 2020 presentation at the Curtis Memorial Library and the February 6 and 8 community workshops. The Steering Committee also discussed other potential exhibits as the Library has allowed the Steering Committee to display exhibits on the walls of the Morrell Meeting Room for the month of February.

Catherine Ferdinand suggested the exhibits be as visually-oriented as possible by including maps, charts, and other graphics. Matt Panfil stated that he also prefers to provide information visually and will work on making the exhibits attractive and informative. Jacqueline Sartoris suggested a map she had previously provided regarding wildlife fragmentation be included in the exhibits.

The Steering Committee then discussed the format of the three (3) presentations that will be held at the Library in February. Jacqueline Sartoris mentioned that the schools will be off the week of February 17 which means that more people will be out of Town that week and will not have the opportunity to participate in the climate change or housing presentations. Matt Panfil responded that those dates were assigned to us by the Library and that he was unsure if he would be able to reschedule them. Jacqueline added that she felt that the Steering Committee has moved from having a broad focus on environmental issues to a narrower focus on climate change at the cost of addressing natural resources. She asked if it was possible to add another presentation. Matt stated that he would look into scheduling another night for a presentation, but it may require further notice as the

Morrell Meeting Room is frequently booked. Matt added that another topic that was considered based on initial community feedback was bicycle and pedestrian improvements, but the Brunswick Bicycle and Pedestrian Advisory Committee is in the middle of updating their Bicycle and Pedestrian Improvement Plan and they have four (4) separate public meetings scheduled throughout January and February.

Jacqueline Sartoris asked who would be speaking at the climate change and housing presentations. Matt Panfil stated that the speakers are to be determined and he is open for suggestions from the Steering Committee. He expressed an interest in having a representative from Portland or South Portland participate as those two communities have been some of the most proactive in regards to addressing climate change. In addition to a panelist from the municipal community, his other ideas included a member of the business community and the scientific community. For the housing presentation, Marcy McGuire stated that there are multiple groups in the community and region working to address affordable housing issues that may want to participate in the presentation. These groups include St. Paul, First Parish, Maine Housing Report, and the Quality Housing Coalition from Portland. Marcy added that she recently spoke with John Hodge from the Brunswick Housing Authority and he expressed a need for more subsidized housing in the community and he would be a good addition to the housing panel. She then emphasized the need for a good moderator for the panel discussions. Jacqueline recommended her spouse, and current Town Councilor, Stephen Walker, to be a member of the climate change panel as he is included in most of the major publications on climate change in Maine, represents Maine Coast Heritage Trust, and is on one of the Governor's subcommittees on climate change. Matt added that a faculty member or student from Bowdoin may also make a good panelist. Jacqueline also suggested Mark Battle, faculty member from Bowdoin. Elizabeth Kohler suggested a member of the academic community participate as a panelist and stated that the climate change discussion be framed in a way that relates to planning and the Comprehensive Plan Update. She added that the panel should include women.

Councilor Watkinson stated that he had social media posts ready for publishing once the participants are finalized.

Elizabeth Kohler suggested a high school student participate as a panelist. Matt Panfil stated that he would be in contact with Rick Wilson from the high school to discuss the possibilities. Councilor Wilson agreed that having youth involvement is important and she noticed a high level of youth participation at the launch party. Jacqueline Sartoris made a suggestion that Elizabeth Hertz be considered for the panel as she is experienced in transportation and climate change issues.

In regards to the February 5, 2020 presentation at the Morrell Meeting Room, Matt Panfil suggested an open-house format that would allow for residents to interact with Steering Committee members. Chair Darcy stated that a format similar to the launch party would be appropriate. Matt added that the data gathered from the launch party can be shared at the presentation. Alison Harris agreed that the meeting should allow for interactive activities and discussions. Catherine Ferdinand stated her belief that the presentation should be educational and not just focused on soliciting public input. There should be display

materials on what a plan is and what a plan is not, policy issues that have been addressed by other comprehensive plans, and the topics included in a comprehensive plan. Matt stated that a series of posters covering the basics of comprehensive planning could be part of the month-long display in the Morrell Meeting Room. Alison agreed that there should be an exhibit as to how a comprehensive plan is developed.

Sande Updegraph suggested that the Steering Committee hold an event on March 3 at the same time and location as the Maine Presidential Primary. Matt Panfil stated that it might be possible to display results of the community survey and workshops at the March 3 event.

Juka Zolas asked the Steering Committee if they would invite the Brunswick High School and Bowdoin students to participate in the various community events. Larissa Darcy stated that the students will be welcome and that a Bowdoin faculty member and/or student may be on the climate change panel. Matt Panfil added that the Department of Planning and Development works with a Bowdoin Fellow every year and last year's fellow researched the state of agriculture in Town and his work is anticipated to be included in the Comprehensive Plan Update. It is anticipated that the 2020 Bowdoin Fellow will also participate in the update process. He added that the Department of Planning and Development occasionally works with the environmental studies program on implementing projects in Town. Jacqueline Sartoris suggested Matt contact Bowdoin faculty to offer to collaborate with Bowdoin students on various projects. Matt stated that he would contact Eileen Johnson regarding potential projects this year. He added that last year the Department of Planning and Development worked with Bowdoin students on a traffic calming project at the intersection of Bath and Sills Roads.

Jacqueline Sartoris suggested an idea for a poster that explains why planning and zoning matters to the average resident. Elizabeth Kohler suggested that the February 5 event allow for residents to choose what they would like to do based on their familiarity with comprehensive planning as some residents may want to learn the basics while others may want to talk about a specific issue with members of the Steering Committee.

Susan Hayward asked about the Town's historic preservation efforts. Matt Panfil stated that there is a Village Review Board (VRB), but it is not a state-certified historic preservation committee. The VRB is a design review board with a bend toward historic preservation. The VRB is close to adopting an update to their design guidelines. Fred Koerber added that the 2017 Zoning Ordinance Rewrite addressed historic and cultural assets, but a broader consideration may be required.

Alison Harris asked if the Steering Committee was bound to keep the eight (8) policy areas adopted by the 2008 Comprehensive Plan Update. Matt Panfil responded in the negative.

Chair Darcy summarized that the February 5 event should have educational and interactive components that allow for public input. She asked for volunteers to help prepare for the event. Matt suggested interested members email him if they want to assist in the preparation.

Juka Zolas asked if the Steering Committee uses the newspaper to let people know about their activities because she was unaware of its existence until the launch party. Chair Darcy stated that Steering Committee was only formed in August 2019 and the launch party was its first public event. She added that the Steering Committee does look for multiple ways such as airing meetings on TV3, social media, website, and handouts to make themselves known to the community. Sande Updegraph suggested the use of a sandwich board at Town Hall to inform the public about upcoming events. Councilor Wilson suggested contacting the local radio station to advertise the events.

Jacqueline Sartoris asked if there is an updated map with an inventory of historically and archaeologically significant sites that can be included for the community workshops and other events. Fred Koerber responded that several years ago the State Planning Office had a list of the sites that Maine Historic Preservation has designated as pre-historic and historic archaeological sites within the Town. Matt Panfil added that the State provides the Town with a map of sites, but it is not of high quality resolution. Fred commented that in order to protect the sites they should only be shown as being located within a general area.

Chair Darcy began discussing outreach efforts to Town boards, commissions, and committees. A representative of the School Department met with the Steering Committee in December and Matt Panfil has a list of groups that he will be presenting to throughout the month of January in order to update the groups on the status of the Comprehensive Plan Update and to encourage members to participate in the February events. Matt stated that he anticipates the Steering Committee will be returning to these groups in the spring for their assistance in developing action items once a draft vision and goals are established.

The Steering Committee discussed potential promotional products to raise awareness of the Comprehensive Plan Update. Matt Panfil stated that he will be ordering updated half-sheet handouts with the February schedule of events. He asked if the Steering Committee would like to order coasters with the Plan Brunswick website and social media accounts to be distributed by local restaurants and cafes. The Steering Committee responded in the affirmative. The Steering Committee declined to order t-shirts, but suggested ordering name tags with the Plan Brunswick logo. Councilor Wilson suggested ordering a banner to be displayed across Maine Street. Matt stated that he would research the cost of name tags and banners. Jacqueline Sartoris suggested posting handouts at local businesses and Town Council Chair Perreault suggested having handouts included in takeout orders from local restaurants. Sande Updegraph suggested providing handouts at the upcoming Brunswick Downtown Association (BDA) annual meeting. Jacqueline Sartoris suggested handouts be provided to Brunswick students.

Matt Panfil then distributed a draft 2008 Comprehensive Plan Update. He stated that he anticipates the draft will be refined over time, but it is now ready for an initial review. The Steering Committee discussed the various ways to provide and consolidate their feedback. They also decided to try to provide a first round of comments and edits to Matt prior to the next regularly scheduled meeting on February 4, 2020.

The second draft of the October 1 and October 29, 2019 minutes were approved.

Chair Darcy adjourned the meeting at 8:35 PM.