

**TOWN OF BRUNSWICK COMPREHENSIVE PLAN UPDATE STEERING COMMITTEE
MEETING SUMMARY – APPROVED
OCTOBER 29, 2019**

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

MEMBERS ABSENT: Fred Koerber

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, October 29, 2019, in the Town Hall Council Chambers, 85 Union Street. Steering Committee Chair, Larissa Darcy, called the meeting to order at 6:30 PM.

The Steering Committee began the meeting by discussing the November 5, 2019 launch party event. In reference to the event subcommittee's plan, Matt Panfil discussed the proposed details for the event including location, hours, volunteer scheduling, advertising, informational handouts and other documents to be provided, and interactive stations for public participation. He stated that staff is still working on completing a one-page community demographics handout that was requested by the subcommittee. Once complete, the sheet will be posted to the planbrunswick.org website. Alison Harris asked that the handout regarding recycling information be printed on colored paper.

Chair Darcy told the rest of the Steering Committee that the November 5 event will function more as a meet-and-greet event than as a formal presentation to the public. Councilor Watkinson stated that he reviewed the proposed layout and circulation at the Brunswick Junior High School to ensure that there would be public awareness and we would be able to direct guest attention to the event. Councilor Watkinson and Councilor Wilson asked about the content of the stations. Matt Panfil stated that the stations would comprise of tables for email list sign-up sheets, handouts, copies of the Town's existing long range planning documents, a poster to educate the public about what a comprehensive plan is, a poster about the 2008 Comprehensive Plan Update, a poster of the anticipated project timeline, a blank idea board poster for the public to provide comments, and a poster to allow the public to vote via stickers for their top priorities. Two additional handouts have been created asking the public their preferred method of participation and their ideas for Brunswick's future. The Steering Committee then provided potential edits for the handouts and other materials.

Sande Updegraph asked how many of the half-page handouts would be made. Matt Panfil responded by first providing an update on the budget for the project by stating that

expenses to date were approximately \$1,600 of the \$40,000 budget. He feels that this will be sufficient and will provide an opportunity to hire outside help to serve as a meeting facilitator for the upcoming visioning and goal setting public events and/or to do GIS mapping analysis that is beyond the expertise of Town staff. The community survey will also contribute to the overall cost of the project. Returning to the original question, Matt Panfil stated that he will order 500 handouts for the November 5 event. Alison Harris suggested that colored notes or index cards be used for the blank idea poster board. She also suggested the use of the Curtis Memorial Library "Collaboratory." Matt Panfil stated that he thinks the Collaboratory may be reserved for the Steering Committee's use in February along with the Morrell Meeting Room, but he would check with the library to confirm. Alison Harris also suggested that the year of the Daniel Burnham quote from one of the handouts be noted in order to explain a gender bias within the quote. It was agreed that the quote would be paraphrased or deleted.

Jacqueline Sartoris suggested that the public could also provide feedback on their concerns over the 2008 Comprehensive Plan Update in a manner similar to the visioning posters. She requested clarification as to the specific documents that would be provided to the public at the November 5 event. Matt Panfil listed the documents as: community demographics sheet; FAQs; Public Works' "List of What is Now Recyclable and What Not to Include;" the public participation preference questionnaire; and the visioning questionnaire. Also available for public review, but not to take home, will be copies of the Town's other long-range planning documents. Matt stated that the three (3) visioning questions will also be added as a new Quick Poll to the planbrunswick.org website.

Elizabeth Kohler asked for clarification as to how the public interaction will function and how to make clear to the public that we will be asking for their time. Matt Panfil stated that he would prepare a narrative and summary of the items for the members to consult. Chair Darcy added that the half-page handout will be useful as a quick introduction to let the public know about the project. Councilor Watkinson suggested the use of a map where the public can identify the area in which they live. Chair Darcy asked if the members will be allowed to distribute the half-page handouts outside as people are entering the building. Matt Panfil replied that he would check with the Town Clerk about this possibility.

Jacqueline Sartoris suggested that the FAQs can be edited to be more user-friendly. She stated that making the connection between land use and the State's Growth Management Act would help people better understand the purpose of the Comprehensive Plan Update. She also suggested that the public participation preference sheet be updated to allow organizations to request comprehensive planning presentations. In her opinion the three (3) visioning questions may be too broad and lead to answers that are not necessarily relevant to the Comprehensive Plan Update. Alison Harris stated her understanding that a comprehensive plan is about more than land use issues. She also suggested that contact information be provided on the handouts so that the public knows where to return them if they take them home. Councilor Wilson agreed with Jacqueline Sartoris' comments regarding the FAQs. Jacqueline Sartoris responded to Alison Harris' comment by stating that the root of comprehensive planning in Maine is tied to growth management and to some extent capital improvement planning, but other communities have taken it and grown

it to include other important issues facing the community. Alison Harris stated that although we must comply with the State requirements, it is clear that some of the most pressing issues facing the Town, such as climate change and New Mainers, may not be directly related to land use. Chair Darcy added that this is the purpose of the comprehensive plan: to do a broad review of the Town's needs that will then let the Town focus its planning efforts on specific topics or geographic areas.

Elizabeth Kohler stated that she felt the Portland, ME comprehensive plan was successful in that it identified important community values and then made land use and planning decisions based on those values. Marcy McGuire added that topics like affordable housing impact land use, but are not necessarily spelled out in the State requirements. Jacqueline Sartoris summarized by asking if the Steering Committee felt the visioning questions would help identify community values that could then be applied to land use planning. She suggested the question have wording prompting the public to share their local level concerns. Chair Darcy stated that the posters should allow people to comment on already-identified themes, but also be able to share what values are important to them that are missing from the discussion. Catherine Ferdinand stated that identifying what is important to the public helps build political will to make later changes. She feels that it is also important to acknowledge that not all comments will make it into the Comprehensive Plan Update, but this is an opportunity to identify the common threads. Council Watkinson concurred with Catherine Ferdinand and added that the comments received at the November 5 event will feed the discussion when it is time for the visioning and goal setting public events.

Chair Darcy summarized the next steps required to finalize preparations for the November 5 event. Matt Panfil asked if the Steering Committee wanted the question about Brunswick's future broad or more tailored to growth management. The Steering Committee indicated their preference to leave it as a broad question that can be refined later. Alison Harris suggested the use of name tags for the event. The Steering Committee agreed. Other suggestions included: t-shirts for the Steering Committee for future events, increasing the font size on the handouts, and the use of a QR code on handouts.

Matt Panfil notified the Steering Committee that the local radio station, WCME, would be interested in interviewing a couple of members regarding the launch party at 7:35 on the morning of the event. Councilor Wilson volunteered and Matt Panfil was nominated to represent the Steering Committee for the interview. Alison Harris asked if the radio station would promote the event ahead of time. Matt Panfil replied he would check to see what options were available. He added that he also contacted the local newspaper to let them know of the event, but is unsure if they will cover it. Chair Darcy reminded the Steering Committee that there will also be an ad on TV3 leading up to the event. Matt Panfil stated that after the event he would have a new ad run with adjusted event dates. Town Council Chair Perreault stated that he would read an announcement at the Town Council meeting the night before the November 5 event. Sande Updegraph suggested that the half-page handout have a tagline to help better describe what "Plan Brunswick" is. Catherine Ferdinand suggested that the Brunswick Naval Air Station Reuse Master Plan and Capital

Improvement Plan (CIP) also be included in the long-range planning documents available to the public.

Chair Darcy introduced the community survey as the next topic for discussion. Matt Panfil stated that based on the feedback he received there were several questions that could be deleted as they are now out-of-date. He stated that a member of the Planning and Development Department staff took the survey and it took them eighteen minutes, so he believes that the proposed length is acceptable. As an incentive to complete the survey, there will be a drawing to win one of fifteen Brunswickopoly games. He asked for Steering Committee feedback on the survey by Friday, November 15. Alison Harris suggested that it be made clear to survey recipients that it is ok to leave an answer blank if they have no opinion or do not want to answer. Catherine Ferdinand suggested that the survey include basic demographic questions such as age or property ownership or rental. Matt Panfil asked the Steering Committee to identify the specific demographic questions to include on the survey. In addition to the randomly mailed surveys, Town Council Chair Perreault asked if the survey would be available online. Matt Panfil confirmed. The Steering Committee agreed that demographic questions should be optional, but should include age, property ownership versus rental, children in school and children not in school, elderly caretaker, and level of education. Councilor Watkinson asked if the data would be available by demographics. Matt Panfil confirmed. Catherine Ferdinand suggested adding a question as to whether or not the respondent works in Brunswick. Chair Darcy asked for Matt Panfil to describe the survey mailing process. He replied that the process will replicate the 2005 process in which 1,500 addresses were randomly selected. The list includes rental apartments, mobile homes, and single-family homes. Anthony Sachs asked if the mailed survey could be completed online. Matt Panfil stated that he had not thought of that and would look into the possibility, but it may be difficult to make sure that the survey would only be completed once by the assigned household. Jacqueline Sartoris stated her belief that the digital and paper survey results should be kept separate as the statistical significance of the digital survey will not be as reliable as the paper survey. Chair Darcy clarified that the community survey will be delivered to the Steering Committee one week prior to the next meeting on December 3, 2019. Elizabeth Kohler asked that the survey be sent to the Steering Committee in Microsoft Word format to which Matt Panfil replied affirmatively.

Chair Darcy began a discussion on upcoming events beyond November 5. Matt Panfil stated that he has talked with Paul Perzanoski over email regarding the School Board's interest in participating in the Comprehensive Plan Update. Matt stated he was unsure how much time should be allocated to the School Board to review the 2008 Comprehensive Plan Update. He suggested that the Steering Committee consider identifying a night or two outside of the normally scheduled meetings to be able to talk with the School Board and other Town boards, committees, and departments. Councilor Watkinson asked for clarification as to what would be expected from the other boards and departments. Matt Panfil replied that he would expect a discussion as to progress made on any actions assigned to their unit and what interest they have in the Comprehensive Plan Update moving forward. Councilor Watkinson mentioned that the Bicycle and Pedestrian Advisory Committee (BPAC) is in the process of updating their Improvement Plan. Matt stated that this updated plan could be incorporated into the Comprehensive Plan Update. Chair Darcy

asked if the Steering Committee would want an executive summary from the other boards, departments, etc. Matt Panfil stated that his vision for the 2008 Comprehensive Plan Report is a summary of the comments and feedback on the 2008 Plan provided by the Steering Committee, especially the lessons learned from the 2008 Plan that will be used in the 2020 Update. The report will also include an appendix identifying the status of each of the recommended actions and performance targets.

Jacqueline Sartoris asked if the various committees, boards, etc. are also reviewing the 2008 Comprehensive Plan Update. Matt Panfil replied no, other committees and boards are not reviewing the 2008 Comprehensive Plan Update. Instead, he has been working with staff from other departments and organizations to help identify the status of the key actions and performance targets. Matt stated that having a separate meeting with the other boards and committees could be done, but he did not anticipate having each group do their own review of the 2008 Comprehensive Plan Update. Jacqueline Sartoris stated that almost all of the committees had a role to play in the 2008 Comprehensive Plan Update and there should be a process for them to provide their own feedback. Matt Panfil stated that he has been working with staff to complete the 2008 Plan review. Jacqueline Sartoris stated that she thinks that the committees' review is an important part of the public engagement process and that she would prefer more input from the committees instead of staff due to their expertise in certain areas. Matt Panfil expressed his belief that if each committee or board were to do their own review and write their own response the project timeline would need to be extended at least 2-3 months. Catherine Ferdinand stated her understanding that these committees and boards will be providing input on the future planning efforts, but not necessarily the 2008 Comprehensive Plan Update. Chair Darcy agreed with Catherine Ferdinand and stated the importance of input from the committees and boards for the visioning and goal setting. Jacqueline Sartoris expressed her surprise that committees were not providing input on the 2008 Comprehensive Plan Update and reiterated her belief that the committees should be consulted prior to completing a 2008 Comprehensive Plan Update Report. Chair Darcy replied that she believes the overall consensus of the Steering Committee is for staff to proceed with inventorying the status of key actions and performance targets. Those results will be included in the 2008 Comprehensive Plan Update Report and then it can be evaluated if additional committee comment is necessary. She added that the majority of the input from committees and boards will be during the 2020 Comprehensive Plan Update process. Laurel Margerum added that many of the key actions and performance targets are tied to data that can be acquired by staff. Town Chair Perreault expressed his belief that Town staff are aware of the committees' interests and he is comfortable with staff completing the 2008 Comprehensive Plan Update Report and committees and boards providing their input as the 2020 Comprehensive Plan Update is developed.

The Steering Committee discussed options for the date and location for the next public meeting that will involve visioning and goal setting. Matt Panfil stated that he would like to mix up locations of public events so as not to favor one geographic area over another. The event is anticipated to have a higher participation rate and a venue that can accommodate a larger group will be required. Based on the timeline, the event will be held in late January or early February. He also suggested that the Steering Committee consider two (2) events,

with one on a weekday and one on a weekend. Alison Harris suggested that the Morrell Meeting Room in February, but Matt Panfil stated his concern that the room may be too small for the expected level of participation. Other suggestions included the Brunswick High School gymnasium, the Town Recreation Center, the Southern Maine Community College Student Center, St. John's Community Center, and the Brunswick High School cafeteria. There was a discussion as to whether or not the public was familiar enough with the Brunswick Landing to host an event at the Recreation Center. Eventually the Brunswick High School cafeteria was identified as the preferred choice.

Matt Panfil stated that at the last Steering Committee meeting it was suggested that all of the existing long-range planning documents be reviewed by various members. Although it was not part of the original scope, he has provided a list of all the documents if the Steering Committee still wished to review them. Jacqueline Sartoris stated that she was going to review two (2) of the documents to see how they influenced the 2008 Comprehensive Plan Update and she believes it is important for the Steering Committee to be generally informed of the content of all of the documents. Catherine Ferdinand asked about the existence of a Facilities Plan that is referenced in the 2008 Comprehensive Plan Update. Matt Panfil replied that he has asked Public Works about the Facilities Plan, but has not yet heard if it has been located. Catherine Ferdinand also suggested that the Town committees be linked to the planbrunswick.org webpage. Matt Panfil added that staff located a draft climate action plan prepared by Public Works in 2015, but he is hesitant to share it because it is a draft plan that was never reviewed by Town Council. Catherine Ferdinand suggested the Town Zoning Ordinance also be included on the project website. Jacqueline Sartoris suggested that adding other regional plans would be helpful. Matt Panfil replied that he would try to post any documents or links that were sent to him.

Chair Darcy opened the meeting for public comment. Sue Stableford, Vice-Chair of the Rivers and Coastal Waters Commission, stated that she wanted to affirm that other Town commissions and committees will want to participate in the Comprehensive Plan Update process. She feels her Commission and the Town Harbormaster have a lot of important information they can share with the Steering Committee. The Comprehensive Plan Update will also help her Commission to develop their priorities moving forward. She asked how the data from surveys and other public input will be collated. Matt Panfil responded that this will be Town staff's responsibility. Sue Stableford asked if the data will be analyzed in consideration of the Town's demographics. Matt Panfil affirmed. There was no other public comment.

Approval of the meeting summary was tabled until the next Steering Committee meeting. The Steering Committee requested that meeting summaries and other documentation be provided to them one (1) week in advance of future meetings.

Matt Panfil stated that an Instagram account has been created for Plan Brunswick and that he was putting Laurel Margerum in charge and would provide the access information for any other member interested in administering the social media accounts. He concluded that he will work with the Steering Committee Chair and Town Council Chair on scheduling an update for the Town Council and Planning Board.

Chair Darcy adjourned the meeting at 8:50 PM.