

Minutes of 1/4/24- Master Plan Steering Committee Meeting

Roll Call of Attendees- Chair: Joeci Gilcrest (Economic Dev.), Vice-Chair: Tim Willsmer (Planning Board), Evan Watters (Finance Com.), Karin Menard (Parks), Debbie Lincoln (Council on Aging), Richard Bursch, Lou Franco (Select Board), Gerald Reid

UPDATE FROM OVER/UNDER – Rami reported there will be 2 sessions on February 1st, and Over/Under will attend both. They are working out details with the other consultants and have been coordinating with Joeci to get the word out. He added that someone has been doing an excellent job at getting the word out about the survey. Last meeting, they had had 230 responses and now have a total of 336. Rami noted that they do have a print version of the survey which they can supply the Committee. They continue to meet bi-weekly with Matt Brenner and Joeci. Matt will be looking into the possibility of displaying the model at the Library. Rami said the next meeting will be to test the waters with the goals and vision that will shape the Master Plan. They have sent the Committee the link for the Existing Conditions report and it is also available on the website. The next task is to gauge peoples' thoughts, based on the survey, saying this is what we heard is important to you and to get feedback in person on 2/1. Later in the Spring, those goals and principles will be used to shape the different scenarios for the future. Rami stated that essentially they will present the community with possible futures, based on the consensus of the goals articulated in the Spring and probably Fall. The goals will be broken down into short, medium, and long term goals. Joeci asked when the 3rd survey would be available and Rami replied sometime in the Spring, but the content will be determined later, after the 2/1 meeting. If they feel confident about the goals and principles, then they can start to map out the scenarios or decide they need one more set of validations for the goals. A survey on the scenarios will take longer to draw through and explain. Rami said the early May Town Meeting would be a good deadline for the next reiteration and will hopefully be able to present some scenarios. Joeci asked if they could add a pdf link for the principles survey to the PlanLunenburg.org website and Rami replied they can. She noted a lot of people are saying they prefer a paper survey and Rami replied the only issue is collecting them. Rami asked to have all the surveys turned in by 1/25 so they can collate the results before the 2/1 meeting. He added that he is still concerned that the renters are even more unrepresented. Karin stated she has a connection at the Arrive complex and Joeci suggested having a table to pass out surveys one evening. Evan asked if they knew the percentage of renters in relation to the total number of people in town and Rami replied it is about 12%. Only 4% of survey respondents are renters. Joeci put out a feeler on the Town Facebook page for renters to take the survey but she received no response, but she will keep trying. Debbie stated that the 300th Anniversary Committee is having a difficult time finding large open space areas in town to hold large events. She added that people may consider open space as a conservation area only and asked Rami if they could tease out the concepts of open space for events vs open space for conservation. Rami replied yes, noting they had interesting survey responses and suggestions for addressing that. Rich B. asked to clarify if there were specific conservation areas noted and Debbie replied she just mentioned that they can no longer use the area in front of the High School. Tim noted in Marlboro they would close off traffic in the center of town for large gatherings and asked if Lunenburg could consider something similar. Evan suggested asking the public about open space for large gatherings beyond the 300th anniversary and reaching out to large farms. It could be a survey to piggyback off of the Master Plan survey and Debbie replied they will have one. Lou noted they would like a large, flat open space for bonfires. Rami said there were 2 statements on the survey – one stating Lunenburg needs to improve their open space for recreation opportunities and the town needs to increase and improve spaces for gathering/events, so the distinction is already in the survey.

UPDATE ON EVENT FOR FEBRUARY 1st - Joeci reported that they will have 2 duplicate sessions on 2/1 to allow attendees an option that will work for their schedule. The sessions will be held at the Lunenburg Adult Activity Center in the Big Room. The first session will be 4-6pm and the second session will be held 6:30 – 8:30pm. The Model will be there for both sessions. Rami encouraged all to get the word out to their friends' groups and they can supply flyers or other materials to use in emails. Joeci noted that there are paper copies of the survey available at the Town Hall and the Lunenburg Adult Activity Center. Surveys can be dropped off to Annie Aubrey at the Ritter Building and Debbie added they are collecting them at the LAAC also. Joeci noted that Rami will have his team add a pdf link for printing the survey from the PlanLunenburg.org site. Surveys can also be completed online.

COMMITTEE COMMENT - none

PUBLIC COMMENT – Kim Duffy (1479 Mass Ave.) stated she attended the last meeting and asked if the previous Master Plan from 20 years ago was available to view online. Lou replied that he did not know if it was online but it should be. He noted that you can get a hold of one and will make inquiries as to how it can be put online. Kim said she was curious if they met the plan and if there were things not done but they would like to do now. Kim asked if there was a goal set for a minimum of survey responses. Rami replied the percentage varied up to 8%, which he thinks is unrealistic. Their group had hoped for 250 responses and they have surpassed that. Lou pointed out that some of the 11,000 residents are young kids and 336 responses would be about 3%. Richard stated the Master Plan from 2002 is on the town website. Kim noted there is a Massachusetts Clean Energy and Climate Plan that has energy reduction goals for 2025 and 2030. She asked if this energy plan would be part of the Master Plan, indicating how we try to meet those goals with Solar and energy reduction. There are a lot of grants available to help fulfill those goals as long as the community is in good standing as a Green Community. Kim noted the Green Community Committee is working on goals, such as electrifying school buses and adding charging stations, which could be incorporated into the Master Plan. She said the state goal is to reduce state emissions by 28% by 2025 and by 47% by 2030, based on 1990 baselines. They need to reduce energy by 20%, which they have done but will need more help to get to higher percentages. Rami said they will continue to urge and make recommendations for maintaining the Green Community's good standing to continue access to those grants. It will also require that the community is interested in pursuing these goals. They have had good communications with the Green Community Committee, since the survey was developed so the questions do not reflect that, but he wants to make sure their concerns are not left behind.

Motion: Joeci G.

Second: Gerald R.

To adjourn at 6:44pm

Roll Call Vote: Joeci, Gerald, Debbie, Tim, Carol, Karin, Richard, and Evan -all aye.

Respectfully submitted,

**Jane L. Ranley
Minutes Clerk**