

Town of Sharon
Master Plan Steering Committee
Minutes of 3/27/18
Sharon Community Center

MPSC	
Pasqualino Pannone	Susan Rich
Chuck Levine	Peg Arguimbau
Susan Drisko	Signe Peterson Flieger
Laura Smead	Eli Hauser
Sue Price Town Staff	

CivicMoxie

Susan Silberberg	Jennifer Goldson
Sue Kim	Natalie Raffol
Liz Ennis	
Others	
Ed McSweeney	

Discussion

Scope of Work and Schedule

- Approach includes meeting the state comprehensive plan requirements.
- General project schedule for an approximately 16-month process, which can be modified to work with Town's working schedule.
- Definitions of success:
 - Community buy-in, whatever the direction the plan goes.
 - Implementation plan with reachable goals that holds people and departments accountable.
 - Would love to uncover something new that's motivational.
 - Participation and buy-in from as many people as possible throughout town.
 - Implementation plan that's a living document that happens.
 - "Take the town and make it into a community."
 - Provides a way to grow as a community (socially and physically).
 - Keep historic look at the center while solving the issues in town center.
 - Preservation of what makes Sharon beautiful.
 - A realistic and reasonable outcome.
 - A plan that's not just reactive but proactive.
 - Strong vision for the town's future.
 - Creative outreach.
 - Implementation that's achievable that also includes sustainability and livability.
 - Identify what the community expects from town government.
 - Recognize the different groups in town and their needs, wants.
 - Affordability – for the full spectrum, including young adults and seniors.
 - Educate the community on how the town is running.

- Vision for the town that accommodates everyone.
- Not uncommon people don't want change, inaction creates its own change.
- Town has been updating Open Space Plan and Housing Production Plan; other documents to be shared with consultant team, as compiled.

How We'll Work Together

- Communication protocol = Susan Price will be the main contact for the Town, Sue Kim will be the main contact for the CivicMoxie team with Co-chairs of MPSC to be cc'd. / included in calls along with Susan Silberberg.
- Regular bi-weekly check-in calls to be scheduled.

Outreach Schedule, Roles, Opportunities

- CM will draft a more detailed schedule with draft milestones and committee/ public meetings for review and comments.
- Committee members would help bring the information and conversation to other Town boards, commissions, and committees (CM to provide talking points and questions).
- Looking for proactive outreach, the process to secure MP funding benefited from informative fact sheets that explained how the MP would help constituents.
- How to engage large groups of non-English speakers? The Adult Center has many programs and may be able to help.
- The Recreation Department and groups and Education coordinator may help with youth and family outreach.
- Engage middle and high school students through focus groups, volunteer opportunities, and surveys.
- CM will start a "communications plan" for the Town and MPSC to help fill out for putting – included in this will be:
 - Process for collection of email addresses (to be added to the Committee's master list) Town have a process or email notification program?
 - Possible project-specific FB page and email address? – Process for email/ FB/ Twitter notifications being sent out.
 - List of Town-wide events, school and recreation events, cultural and arts events, for posters and/or "tabling."
 - New name for Master Plan – to be coordinated with logo for all Committee and plan materials.

Additional Comment/ Question

Zoning and Infrastructure question– will the master plan address specific areas that could possibly use further study for pending or future development (land area near I-95 that has recently been rezoned). Zoning changes will also have direct infrastructure impacts that need to be evaluated.