

**Master Plan Committee**

Jessica Porter, Co-Chair  
Sarah MacDonald, Co-Chair  
Alix O'Connell, Clerk,  
Josh Donati  
Shaw McDermott  
Margaret Adams Whitfield  
James Antonizick  
Dan Hart  
Andrew Tittler  
Sharna Small Borsellino  
Nathan Gauthier  
Dieckmann Cogil  
Daniel T. Maher  
Justin H. Humphreys



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**DEDHAM 2030 MASTER PLAN COMMITTEE MEETING**

**Tuesday, February 25, 2020, Riverdale Elementary School**

**Present:**

Jessica Porter Planning Board Member  
Josh Donati, School Committee Member  
Sarah MacDonald, Select Board Member  
Shaw McDermott, Attorney  
Margaret Adams Whitfield, Teacher  
James Antonizick, Civil Engineer  
Dan Hart, ex. P&R Member, Open Space Committee Member  
Scott Steeves, Zoning Board of Appeals Member  
Andrew Tittler, Attorney  
Nathan Gauthier, Sustainability  
Dieckmann Cogill, AICP, Transportation Planner  
Daniel T. Maher, Dedham Youth Baseball  
Justin H A. Humphreys, Architect  
Alix M. O'Connell, Municipal Attorney  
Jay O'Brien, Planning Board Member

**Not Present:**

Tye Donahue, Parks & Recreation Board Member  
Dieckmann Cogill, AICP, Transportation Planner  
Daniel T. Maher, Dedham Youth Baseball  
Sharna Small Borsellino, Human Service Transportation Director

**Materials distributed:**

- Draft Community Survey, Visioning Workshop Draft Meeting Agenda, Master Plan Survey Sheet, and a Draft Community Engagement Plan

Jeremy Rosenberger (Planning Director), Josh Eichen (MAPC), and Carolina Prieto (MAPC) welcomed everyone to the meeting and gave an introduction.

MAPC asked committee members to place dots on a map of Dedham to represent where they live. This activity allows everyone to be conscious of where opinions are coming from and that members of the community in underrepresented areas may need to be reached out to.

The conversation shifted to branding discussion. Design Dedham and the year 2030 resonated the most with the group last week. This is not set in stone. An issue with the name was brought up regarding that it overstates the committee's role. Other alternatives to the name include Dedham Dreams and Designing Dedham.

Four design options were presented to the committee. Option C appeared to be the most liked design. It was agreed that it needs a few changes. Also, with a show of hands, the committee was almost unanimously in favor of the name "Designing Dedham." Mr. Fiala will send out a new design options for the logo later this week.

Community engagement was the next topic. MAPC went over the Draft Community Engagement Plan. The plan outlines the purpose and goals of the plan, contact management, feedback analysis, decision-making process, branding, relevant demographic/historical/contextual information, stakeholder analysis, timeline, and activities.

We are currently in the soft launch phase of the master plan and are gathering the tools to start engagement. In the spring, there will be a survey and marketing materials circulating town, a visioning forum, and partnership development will take place. There will be group interviews, focus groups, and an open house to draft the goals and strategies. Issues regarding potential barriers in engagement were brought up, one being the mistrust of government. It was decided that no cold calls will be made to community members, as it may not be the best method of outreach. A stakeholder sheet will be sent out the the committee members to allow them to add groups that should be engaged with.

A Community Engagement Subcommittee outreach group will be created. The group will be expanded to folks in the community that are connectors, change-makers, and are civically engaged. It will start off as a group of 10 to 12 people who can think about the groups presented in the plan and other factors. A focus will be put on face-to-face engagement.

The project website will consist of tabs that will allow people to sign up for emails, RSVP to events, and review the timeline, data, plans, events, documents, and contacts. There will be downloadable versions of content that it made available. This project website will be advertisement for the town as well as a source of information.

The April 4<sup>th</sup> Visioning Workshop will have a save the date and a flyer will be created. There will be a link to the MAPC's constant contact account, and a press release will be sent out for the event. The workshop will have a structured portion from

10am to 12 pm, and then there will be, approximately, an hour of unstructured activities. The crowd will be broken down into two groups. One will start with a presentation and move onto the open house. The other will start with the open house and move onto a presentation. The forum will work for those who stay for the full three house and those who are only able to stop in for a shorter amount of time.

For the Initial Community Survey there will be twenty-nine questions. The committee will review the questions and provide any feedback they may have by March 3<sup>rd</sup>. Some initial feedback includes issues in questions 5, 6, and 7, and adding the option for “challenge” questions.

The next steps will include initial outreach and an analysis of existing conditions. There will be a Committee Bus Tour on Saturday, March 7<sup>th</sup> at 10am. The next meeting will be held on Tuesday, March 17<sup>th</sup>.

Public Comment/Adjourn