

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
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DEDHAM 2030 MASTER PLAN COMMITTEE MEETING

Tuesday, March 24, 2020, Zoom

Josh Fiala, of MAPC, welcomes everyone to the Designing Dedham 2030 committee meeting. He then goes over the WebEx meeting protocols and the group norms that were identified in the first meeting. These are open mindedness, respect, communication, address conflict internally, energy and creativity, organization, transparency, inclusivity, and respect history, but do not fear change. These are all driving the conversation and guiding the committee as they discuss the items together this evening.

Next, Mr. Fiala asks those that have dialed into the meeting to please identify themselves. Call-ins include: Jeremy Rosenberger, Sharna Small Borsellino, Susan Butler, Juliet Byrnes, Mike McShay, Stephanie Radner, and Andrew Titler. Mr Fiala also states that he is joined today by Carolina Prieto of MAPC. Mr. Fiala then takes a moment to introduce himself. A roll-call in conducted of the committee members:

- Dieckmann Cogill
- James Antonizick
- Jessica Porter
- Josh Donati
- Justin Humphreys
- Margaret Adams Whitfield
- Nathan Gauthier
- Sarah McDonald
- Andrew Tittler

Mr. Fiala, displays a map with yellow dots that consist of the geographic spread of the committee. He then shows another map of the population density of the town relative to the geographic location of the committee members. There are a lot of committee members representing the denser areas of the town. The third map shows the geographic location of the committee members compared the each of the precincts.

Mr. Fiala moves on to testing new technologies for the April 4th community event. The first is an interactive polling service, PollEverywhere, which will be live polling. People taking part in this poll will be able to submit responses through their computer or through their cell phone. Mr. Fiala takes a moment to allow meeting attendees to gain access to the poll either through pollev.com/mapcmtg or by texting MAPCMTG to 22333.

The first polling question was: How long do you think social distancing will be impacting everyone?

- 1 to 2 months – 14%
- 3 to 4 months – 43%
- 5 to 6 months – 29%
- Over 6 months – 14%

The next item on the agenda is visioning workshop outreach. Mr Fiala shared two flyers to be shared with the public. Carolina Prieto stated that a press release was crafted and to be sent out by MAPC's communications department. MAPC is taking contacts for registrations to the Virtual Visioning Workshop. The registration event is also linked to the Facebook event page. Ms. Prieto drafted a newsletter that will go out to the contact list. A reminder for the event will also be sent out. Ms. Prieto reinforced how important it is to get the word out to different groups, however it is also important to be mindful of the current situation as people may feel inundated with information.

Mr. Fiala shared that the Visioning Workshop will be on April 4th, and to continue to push that information out to the public. For anyone that is unable to join, the recording will be posted on the website and on Dedham TV. He also mentioned that all materials can be viewed at the project website www.DesigningDedham2030.org.

Josh Donati mentions that he would like to be able to share some information with the schools regarding the event registration and the community survey. Mr. Fiala let Mr. Donati know that the flyers are sharable in PFD and JPEG formats and that they can also be shared on Facebook and other social media.

Mr. Fiala elaborated on the details of the Virtual Visioning Forum. It will be from 10am to 11am and will include a presentation, Poll Everywhere voting, and instructions for connecting to the initial community survey. The presentation will include an introduction to the MAPC, a brief orientation to the context of the master plan and the previous 2009 master plan, the elements and the various topics that will be covered within this process, and how people can stay engaged.

Given the unusual circumstances, online engagement is viewed as an experiment. A close eye will be kept on how many people have been engaged, what types of people they are, and who has been engaged in the process.

Mr. Fiala moves on to showing a drone footage of the town. He states that as the drone footage is being shown, brief descriptions of various neighborhoods in Dedham will be given. Next, Mr. Fiala tests the Poll Everywhere questions to make sure that there are no issues and to receive any feedback regarding these. The questions that will be asked during

the forum will help get a feel for the community and the town's resources. The results for the Poll Everywhere questions will be sent to everyone.

The forum presentation will be about forty minutes and then the remainder of the time will be spent on questions and answers. Mr. Fiala explains the difference between the two surveys so that folks are not confused. The first survey will focus on a higher level visioning values and overall priorities that people see for the town. The second survey will be more focused on the details of each of the elements.

The action items for right now include promoting the Saturday, April 4th WebEx presentation with the proper links, promoting the community survey. Internal tasks include giving feedback about the presentation and the survey.

The next committee meeting will be held on April 28th at 7pm and will also be a virtual meeting.