

South Berwick Comprehensive Plan Committee
March 27, 2023
(Zoom Meeting)

DRAFT MINUTES

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Elita Galvin	Committee Member	elita.galvin@gmail.com
Deb Ganster	Committee Member	djganster@yahoo.com
Chris Harris	Committee Member	chrisbharris@gmail.com

Committee Members Not Present: Jack Kareckas, Scott McPhedran, Jonathan Donahue

- Regarding the February minutes, Raegan noted the following correction on pg. 2: “State legislature (~~The town~~) plans to discuss potential for a 2-year extension regarding LD 2003”
 - Following above correction, Denise motioned to approve minutes, seconded by Elita and remaining committee members
- Focus Groups: (1) “Conservation and Natural Resources,” (2) “Land Use & Housing,” (3) “Economic Development,” and (4) “Arts, Recreation, and the Village”
 - Question: Should the invite list be restricted to South Berwick residents?
 - Certain subject experts may live outside the area, but their knowledge is valuable to overall process nonetheless
 - Committee reviewed names together to further brainstorm potential invitees
 - Deb contributed many invitees, Raegan assisted in organizing them by group
 - Deb noted there may be overlap among groups (i.e. Land Use could likely have someone from every other category)
 - Committee members are encouraged to attend any/all groups
 - Focus Groups are generally not shared with the public, as too many participants can result in self-censorship among attendees, or simply become a more distracted and less productive meeting
 - Committee members in attendance are encouraged to listen and learn, but not lead discussion as the attendees are selected for their unique expertise
 - Goal of the Focus Groups is typically steered towards information gathering to better inform future policies/strategies (not necessarily come up with those themselves)
 - Tentative Focus Group dates: Monday, April 24th and Thursday, April 27th
 - Groups should be planned for 1.5 hours, preferably stacked two in a row
 - Committee is considering conducting Focus Groups by Zoom, as this would likely garner the greatest number of attendees (as opposed to in-person)
 - SMPDC will poll a Zoom vs. In-Person preference when sending invites
 - Ideally, there will be 6-10 attendees (meaning 10-13 invitees) for each group
 - For preparation, attendees will be sent inventory information and discussion questions

- Deb noted that the goals and strategies from the former plan would also be good to share with attendees
 - Eventually, the Committee and SMPDC will review all the goals together
 - Due THIS Thursday 3/30: Finalized invite list, so invites can be sent by Monday 4/3
 - Raegan invited Committee to continue to input invitees on shared document, as well as to add missing contact information
 - SMPDC will call ahead to ensure meeting dates are viable for key attendees
 - Committee plans to hold short meeting on Monday, April 10th at 6pm by Zoom (30 mins-1 hr) to discuss structure of Focus Groups and potential discussion questions
 - Committee Homework: On shared invitee list there are draft questions for review and opportunity to add questions. Also, think of group activities besides Q+A to include
 - Committee should also consider how best to educate attendees on chapter drafts, such as by creating slideshows
- Inventory Draft
 - Roughly 100 pages
 - Remaining needs have been identified. Committee will continue to finalize draft from one complete working document
 - Committee should consider if there are any major missing components (such as certain chapters they would like to see included)
 - Example: Many towns have begun to include a “Climate Change” chapter, which might lead to accessing federal funds related to this issue
 - South Berwick is a tidal floodplain, so this may be worth considering
 - SMPDC is working on integrating survey results and maps
 - Committee should consider whether it would prefer to disperse survey results throughout chapters, add them all as appendix at the end, or a mix of both
 - Denise noted the Market Analysis team were very appreciative of the information gathered in the inventory drafts
 - Market Analysis should be done by mid-June with a Revitalization Plan by July, and a completed TIF application by the holidays

NEXT MEETING
Monday, April 10th at 6 PM
Zoom Meeting

Meeting adjourned at 7:30pm.

Attest:

Nora Gibson, Recording Secretary