



TOWN OF NEW LONDON, NEW HAMPSHIRE

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PLANNING BOARD APPROVED MEETING MINUTES December 13, 2011

MEMBERS PRESENT: Tom Cottrill (Chair), Tina Helm (Board of Selectmen's Representative), John Tilley, Paul Gorman, Michele Holton, Emma Crane (Conservation Commission Representative), Michael McCrory (Upper Valley Regional Planning Commission)

MEMBERS ABSENT: Jeff Hollinger, Deirdre Sheerr-Gross (Alternate), Michael Doheny

Chair Cottrill opened the meeting at 7:00pm. Mr. McCrory was given the floor to give his presentation of the Master Plan as it was to be officially adopted on December 27th. His intention was to talk through the plan that night and solicit public input.

Mr. McCrory offered the link: www.citizenplanner.extension.unh.edu/cp/ to anyone who would like more information on what a Master Plan is and what functions it serves to towns and municipalities.

The presentation is attached to these minutes.

Mr. McCrory said that in comparing the last Master Plan with the current version, the current plan includes additional chapters but they have kept roughly the same amount of pages. Further iterations will contain even fewer pages.

Mr. McCrory commended the Planning Board for their work on the Master Plan.

Chair Cottrill said that they hoped to have Mr. McCrory come up with a 50-page plan to serve as a blueprint for future years' Master Plans. It can also serve as a summary sheet for the current Master Plan. Mr. McCrory said that this project would be approached in the new year.

Mr. Crane suggested advertising hearings in the Kearsarge Shopper to let people know that this review, especially, is going on. He also thought the emails that used to go out from Ms. Levine were helpful, but they are no longer being done. Mr. McCrory said that he prepared a notice for the Intertown Record to advertise for the hearing. Ms. Helm hoped that Ms. Hallquist would be composing email letters in the future as she gets more familiar with things. Mr. Crane said that hearings of this nature should be posted on the front page of the Town's website. In light of a lack of an audience, Mr. Tilley said that the Master Plan was not created in a vacuum; hundreds of people have come in and helped with various chapters through the four years of the process. They were just not present that night.

There was some discussion regarding ways to increase public participation. It was noted that this process has taken a very long time and people were tired of it and have lost their commitment to it.

Mr. McCrory said the legal notification has been met and exceeded, as they have offered two public hearings.

Ms. Helm said she would contact Ms. Hallquist about updating the website more and to create an email to send out to the "listserve" Ms. Levine used to use. Mr. Gorman said they have to make sure any online messages are brief to insure people will read them. Mr. Tilley said that every week they could just send

out a message that included a two-week calendar showing upcoming events/meetings. That would be enough.

Chair Cottrill wondered if it would be a benefit for the town to have some sort of webmaster/communications-marketing person to keep the public up to date of what was going on in the town. Ms. Helm said that in an ideal world, that would be great, however in this specific economic climate, she wasn't sure it was something that would happen.

Xiao Dong (student at Colby-Sawyer) suggested using posters on a notice board on Main Street, and also getting a Facebook page for the town. That would attract the young people at the college to become more aware of town activities and meetings.

Mr. McCrory said that they will prepare the Master Plan for adoption on the 27th of December. A Planning Board vote is necessary to adopt it. If something arises that needs to be addressed, the adoption can be put off until everyone is comfortable with it. The members of the Planning Board said that they were all comfortable with the Master Plan as it is.

Chair Cottrill suggested that for the next version of the Master Plan, it is hoped the Planning Board will find a way to reduce the length and detail of the Master Plan and not follow the path of the current or immediate past versions which have each been 300+ pages. Also, that future Planning Board should figure in to the cost of the Master Plan project a marketing/communications budget aimed at increasing public input.

**IT WAS MOVED (Emma Crane) AND SECONDED (Paul Gorman) to adjourn the meeting.
THE MOTION WAS APPROVED UNANIMOUSLY.**

The meeting adjourned at 7:55pm.

Respectfully submitted,

Kristy Heath, Recording Secretary
Town of New London