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**Granite State Future: Local Solutions for the Strafford Region  
Advisory Team**

Strafford Regional Planning Commission  
Rochester Community Center  
150 Wakefield Street, Suite 12  
Rochester, NH

10/31/2012

**MINUTES**

Granite State Future: Local Solutions for the Strafford Region Members Present: Lisa Henderson, John Scruton, Karen Pollard, Christine Davis, Victoria Parmele, Sam Reid

Members Absent: Sonke Dornblut, Brandon Anderson

Strafford Regional Planning Commission Staff Present: Cynthia Copeland (Executive Director), Michelle Mears (Regional Planner), Kyle Pimental (Regional Planner), Matt Sullivan (Regional Planner)

**1. Welcome/Introductions/Rules of Procedure (Rules of Procedure moved to later point in meeting)**

Staff and Advisory Team Member introductions were given around the room.

**2. Election of Chair/Vice-Chair (Differed to later point in meeting)**

Matt Sullivan stated that because not all members were present, the Advisory Team would wait to select Chair/Vice-Chair.

**3. Advisory Team Role and Responsibilities (Powerpoint presentation items 3-8)**

M. Sullivan provided a background of the Granite State Future project. The project is focused on rewriting the Regional Master plan under RSA 36:45. Two key components of this particular project are the inclusion of statewide data collection and outreach/engagement efforts. The New Hampshire 6 Livability Principles, outlined by the New Hampshire Charitable Foundation's Transportation and Land Use Roundtable, will also be considered throughout this process.

M. Sullivan described the Advisory Team scope of work that includes: Commission staff guidance, outreach support, review and synthesis of data products, review of statewide policies, recommendations of Technical Advisory Team members, tracking Regional Plan progress, and recommending adoption of the plan to the Commission in 2015. Victoria Parmele asked whether the Technical Advisory Teams would be experts from within the region only. M. Sullivan noted that there will be a concerted effort to select experts from within the region

**4. Review of Regional Planning Commission Scope of Work**

M. Sullivan reviewed the in-office Staff Work Timeline and added that staff is currently on schedule. M. Sullivan reviewed the data gathering task including an upcoming statewide Data Team meeting. The Data Team work scope includes metric

identification, data gap analysis, red-line (deficient) metric identification, and HUD eLogic Model adaptation. M. Sullivan described the Master Plan analysis that is currently being conducted by staff. This analysis is designed to identify goals and statements within our 18 community master plans that relate to New Hampshire's Livability Principles.

Michelle Mears described Statewide Technical Advisory Subcommittee work to date. M. Mears noted that Strafford Regional Planning Commission has been serving on the Traditional Settlement Patterns as well as Equity and Engagement Subcommittees. John Scruton asked what the role of the Equity and Engagement Subcommittee is during this project. M. Mears responded that the Equity and Engagement work scope includes efforts to involve individuals who are not typically engaged in the planning process when writing our regional master plan update. M. Sullivan gave a brief review of the Project Partners. M. Mears reviewed the TASC framework and completed work. TASC groups are currently identifying existing statewide resources. J. Scruton asked for clarification on the Livability Principle definition and naming. M. Sullivan reviewed the six Livability Principles. J. Scruton noted that the Livability Principles seem to be more of categories than a principle. M. Sullivan differentiated between the Livability Principles and the Plan Appendices noted during the presentation. M. Mears review a TASC matrix with the Team and noted that some categories within the matrices are more difficult to complete than others. M. Mears asked the group to consider any policies related to Green Building/Energy Efficiency that may exist.

#### **5. Review of Outreach Activities to Date**

Kyle Pimental reviewed the Staff Work Timeline items related to Outreach and Engagement

M. Sullivan described the current standing and contents of the soon-to-be-released Local Solutions for the Strafford Region Outreach Plan. The Outreach Plan will outline outreach techniques, contain a results appendix, and also be an appendix to our final Regional Plan.

K. Pimental reviewed the Listening Posts and comment cards. Location tracking and result collection were also described. Christine Davis asked how effective this technique has been to date. K. Pimental stated that this technique has been fairly ineffective to date. C. Davis stated that staff should call locations that currently have a box and ask them to push the completion of the comment card for just one week. L. Henderson added that locations that have people waiting, not simply high-traffic areas, should be targeted for listening boxes. V. Parmele asked whether comment cards could be modified for Regional Use. M. Sullivan stated that comment cards will be edited for placement on COAST buses. This may be the perfect opportunity for edits to be made to the cards. J. Scruton stated that questions must be brief but the comment card questions as is are almost too brief. The responses may be misconstrued by staff. M. Sullivan stated that multiple choice questions may be too limiting. Referring to the Granite State Future display, the team was asked whether the categories on the board would be more appropriate for inclusion on the revised comment cards. K. Pollard noted that at this stage in the process, all we're looking for are values from people in our region. M. Sullivan stated that staff would prepare draft cards and send them to the advisory team for review in the coming month. C. Davis suggested that a prize be awarded for filling out and placing a card in the listening box. K. Pollard suggested placing listening boxes in school locations and senior centers. L. Henderson noted that age is an interesting component of these questions because our likes and dislikes about the region change with age. J. Scruton stated that it would be important to differentiate what groups of individuals were completing a given set of cards. V. Parmele asked if the comment cards would be incorporated into the HUD eLogic Model. M. Sullivan responded that the eLogic model includes many metrics related to public outreach, one of which is number of citizens involved in outreach activities.

M. Sullivan led a guided tour of the Granite State Future statewide project website.

## 2. Election of Chair/Vice-Chair (*Re-located*)

C. Copeland stated that she had spoken to Victoria Parmele prior to the meeting. V. Parmele volunteered to serve as Chair of the Granite State Future: Local Solutions for the Strafford Region. V. Parmele is a member of the Executive Committee and serves as a commissioner for Northwood on the Strafford Regional Planning Commission. A motion was made to appoint Victoria Parmele as Chairperson by John Scruton. Sam Reid seconded the motion. All in favor, motion carried.

C. Copeland requested a Vice-Chair volunteer. Sam Reid volunteered. A motion was made to appoint Sam Reid as Vice-Chair by John Scruton. Seconded by Karen Pollard. All in favor, motion carried.

## Review of Outreach Activities to Date (*continued*)

M. Sullivan described Neighborhood Conversations work to date. K. Pimental reviewed Outreach Event results to date. A description of the “What’s Your Future Vision?” display board designed by Commission staff was given. Outreach Events included the Newmarket Heritage Festival, Dover Apple Harvest Day, and the Seacoast Business Expo. Events have served as not only a marketing tool for A Granite State Future, but also for a broad scope of Commission’s work. The Team was directed to a frequency-based word-cloud included in the meeting packet.

## 6. Future Outreach Events

M. Mears reviewed NH Listens work through Communities of Interest, Communities of Place, and Regional Forums. M. Sullivan added that NH Listens and UNH Cooperative Extension have extremely solid relationships with outreach groups and excellent communications training. Because of this, Regional Planning Commissions will not be involved in these processes directly but will be privy to the data after-the-fact.

M. Mears discussed possible upcoming outreach opportunities including listening boxes on COAST buses, neighborhood conversations during the holiday season, and various winter craft/food events. K. Pollard expressed concern regarding the targeted groups of the outreach and proposed activities of Commission staff to date. Families, with children, are generally unavailable for meetings and events. How can we reach these individuals? V. Parmele stated that it would be helpful for Municipal Boards to have presentations of the project for their education. K. Pollard echoed this statement. C. Copeland stated that we will be working to build a relationship alongside of municipalities on this project as we work on our Regional Master Plan Analysis and Visioning Session. K. Pollard stated that is extremely important to educate communities on New Hampshire’s Livability Principles before delving into the specifics of this project.

C. Copeland discussed the possibility of a UNH contracted Phone Survey. This survey would be a quantitative backbone to the qualitative outreach we are performing and input we are receiving. Multiple Regional Planning Commission have expressed interest in this endeavor, however many are not. Several Advisory Team members expressed concern with the lack of diversity of typical survey respondents. No Advisory Team members supported funding a survey.

## 7. Discussion

M. Sullivan asked the group to reconsider the Outreach groups identified during the June 19<sup>th</sup> workshop for the next meeting.

M. Sullivan requested that Advisory Team members put together lists of Technical Plan Advisors for the next meeting.

**8. Future Meeting Dates/Times**

M. Sullivan asked the group whether this date/time works for the future meetings. Meetings will occur on an as needed basis. Advisory Team members stated that 8:30am is best. Wednesday mornings are also ideal.

**1. Rules of Discussion (Re-Located)**

C. Copeland discussed the Rules of Procedure with the Advisory Team.

M. Sullivan asked the group to watch for an e-mail containing homework assignments for the upcoming meeting.

**9. Adjournment**

The meeting was adjourned at 10:15am.

Respectfully Submitted,

Matthew Sullivan  
Regional Planner

*An electronic version of this meeting is available upon request.*