



Town of Wenham
Master Plan Advisory Committee
Meeting of July 27, 2022 / Meeting #2

Pursuant to the Open Meeting Law, MGL Chapter 30 A, §§18-25, written notice posted by the Town Clerk delivered to all members, a meeting of the Master Plan Advisory Committee (MPAC) was held Wednesday July 27, 2022 at 6 pm via Zoom. *On July 16, 2022 Governor Baker extended the suspension of certain provisions related to public meetings including members of a public body may continue participating in meetings remotely through March 2023.*

On the recommendation of the Planning Board, the Select Board created the Master Plan Advisory Committee & appointed the following residents for a 2 year term starting July 1, 2022 – June 30, 2024 to work with the outside consultant and provide advice to the Planning Board throughout the Master Planning process: Dianne K. Bucco, Select Board; Ernest Ashley, Water Commission; Erica Ciampa, Affordable Housing Trust; Phil Colarusso, Conservation Commission; David Frenkel, School Committee; Mardi Lowery, Council on Aging; Deirdre Pierotti, Finance Committee; At-Large members: Kirsten Alexander; Dana Begin; Deb Evans; Joanne Frascella, Sue Patroliia. Planning Board members (2) rotating.*

Call to order - *With a quorum present, and in the absence of a Chair, Margret Hoffman called the **MPAC** meeting to order at 6:04 pm and announced the meeting was being recorded and those present; Ernest Ashley; Erica Ciampa; Phil Colarusso; Mardi Lowery; Deirdre Pierotti (L 6:45pm); Kirsten Alexander; Dana Begin; Deb Evans; Joanne Frascella; *Planning Board members R. Woodland & P. Clay*
Not Present: D. Bucco; D. Frenkel; Sue Patroliia.

Also present: Margaret Hoffman, Planning Coordinator; Catherine Tinsley, Recording Secretary
JM Goldson Planning Consultants: Jenn Goldson & Laura Smead; Ann Furbush, Cambridge Econometrics

A Select Board meeting was posted in the anticipation of a quorum (P. Clay & D. Bucco) but in the absence of Ms. Bucco, there was no quorum and a Select Board meeting was not called to order.

- Vote for MPAC officers (chair/co-chairs) - Ms. Goldson summarized the responsibilities of the officers.
*Ms. Alexander nominated Deirdre Pierotti as Chair. Ms. Pierotti offered to serve as co-chair.
Ms. Pierotti nominated Joanne Frascella as Chair. There were no additional nominations and Joanne Frascella accepted the nomination as Chair
Ms. Alexander nominated Deirdre Pierotti as Vice Chair. There were no additional nominations and Ms. Pierotti accepted the nomination as Vice Chair. The Committee voted unanimously by roll call*

Ms. Furbush identified that she represented Dan Hodges for this meeting and introduced Cambridge Econometrics, a participant of the Master Plan process specific to Economic Development & Economic (Fiscal) Impact Analysis.

- A PowerPoint presentation prepared by JM Goldson was referenced throughout the meeting.
- Brief Recap of Planning Board Kick off meeting - Ms. Smead reviewed the Four Phases of the Master Plan:
 - Phase 1. Current – Where the town is now
 - Phase 2. Future - Where the town wants to be in 10 years
 - Phase 3. How to get there
 - Phase 4. Finalizing the plan

Ms. Smead summarized the plan process, currently in the beginning of Phase 1. This included the Planning Board’s kick off meeting on June 29, JM Goldson tour of Wenham, data gathering, focus groups on existing conditions, and the planning of outreach for community forum in the fall. The first meeting included the Project Clarifier Worksheet to identify the hopes for the plan i.e. community engagement, clear vision, actionable goals, and balance needs with economic development & open space/small town feel.

Ms. Smead also defined the Master Plan is a long term visionary policy document that sets the frame work of where the town wants to go, is actionable and practical to give direction to town leadership to implement progress toward the vision. the Plan Components are structures around the vision and community values with core themes and goals with strategies to support the goal including an action plan.

- Special Places & Opportunity Areas worksheet activity - Ms. Smead explained the process of using the on line interactive MIRO map of Wenham to identify areas to preserve and areas of opportunities. The exercise was followed with each committee member sharing areas on their list. In summary:
 - Preservation: Water Sheds e.g. Pleasant Pond/ Wenham Lake/Longham Reservoir/ Wenham Canal; Vernal pools in the area of Juniper/Arbor Street; Reynolds Farm/ Dodge Tree Farm (inc. Community gardens); Pingree Park, Equestrian Trails; Bike Trails; Stone walls; Historical preservation of downtown of Town Hall, First Church, Historic District, Tea House, Wenham Museum – make more friendly ie benches Bessie Buker School & Administration Offices; Council on Aging building
 - Opportunity areas: Town owned property including Iron Rail; Bolder Lane property; West Wenham Playground; underutilized land owned by Penguin Hall, the former Notre Dame Children School, and Gordon College; MBTA train station; Commercial use area along Route 97 & Route 1A
 - Preservation & Opportunities: Privately owned large properties i.e. Haley Estate (Main St.) & Streeter property(Maple St).
- Discussion of draft Master Plan website - Ms. Smead spoke on the website created specifically for the Master Plan and referenced the draft website to be linked to the town's web site. The website included the timeline, updates as the plan evolves, and used to promote ideas, upcoming events, meeting links meetings, and other websites. The Committee offered feedback on the website design.
- Discussion on social media outreach for the naming & photo solicitations - Ms. Hoffman reviewed she received some photos but no naming suggestions to date. She mentioned the Committee preferred to name the Master Plan as opposed to it being the Wenham Master Plan. The Committee was encouraged to come up with some suggestions and be prepared to discuss this at the next meeting.
- Discussion on logo/branding options for Master Plan - Ms. Smead presented some logo and branding samples for consideration. The Committee supported the logo be more specific to Wenham, including the use of a photo, text or just a slogan.
- Set regular meeting dates for MPAC meetings - The first of two scheduled forums are this fall along with in person and online engaging opportunities. The Committee considered the best time/ day to engage as many residents as possible and the preference for the forum to be in person, on zoom, or hybrid. Other suggestions included pop up tables at sports and other town events, & an open house.
Mr. Colarusso suggested taking advantage of the October 1 Special Town Meeting to give update and provide information on the Master Plan, forums and ways residents may participate.

No regular meeting schedule was set. The next meeting was scheduled for August 24 at 6:30 pm.

- Adjournment: *The participants left prior to formally adjourning the meeting; the meeting ended at 7:50 pm.*

Respectfully Submitted By
Catherine Tinsley
7.28.22