

COMPREHENSIVE PLAN COMMITTEE  
MEETING MINUTES  
January 8, 2014

**Committee Members Present**

Jim Schoenig – VOB Mayor  
Christine Piccini – VOB Deputy Mayor  
Tom Boissonnault – VOB Trustee  
Mary Bryde – VOB Trustee  
Teresa Stockburger – VOB Trustee  
Peter Hansen – VOB Town Clerk  
Anthony Mole – VOB Attorney  
Bob Cullen – Councilman, Town of Southeast  
Joe Czajka – Hudson Valley Pattern for Progress  
Meghan Taylor – Putnam County EDC  
Tiffany Zezula – Managing Director of the PACE Land Use Law Center  
Rick Stockburger – Planning Board  
Jack Gress – Coalition for a Better Brewster  
George Gasper, AIA – Resident  
Barbara Barosa  
Harold Lepler

**Assignments:**

Homework for every committee member due at the next meeting on January 21, 2014.

For each committee member's component: Identify the stakeholder(s) for that component and provide the key contact person's name and contact information. Also, find out about any upcoming meetings that committee members could attend to generate interest or schedule one-on-one meetings.

All other assignments are indicated by underlining throughout document, as well as in a summarized table at the end of this document.

Deputy Mayor Christine Piccini made a motion to open the meeting. This was seconded by Ms. Stockburger and unanimously passed. Meeting began at 7:00pm with the Pledge of Allegiance.

Ms. Piccini reminded attendees that the next meeting is on January 21, 2014 and in the event of snow, the meeting will be on January 22, 2014.

Prior to getting into the meeting discussion, Mr. Gasper called for a correction to the minutes from the meeting of October 29, 2013. Change from:

Mr. Gaspar cited an example of what might be considered, *e.g. taking the train station out of the Village or not*; what are the benefits; the value of having the train station within walking distance of so much, etc.

To:

Mr. Gaspar cited an example of what might be considered, *e.g. how many more services could we provide for the train station*; what are the benefits; the value of having the train station within walking distance of so much, etc.

Ms. Barosa began the meeting discussion.

First topic discussed was to confirm dates for the large group public sessions:

February 26, 2014: Wednesday evening – 7pm – 9pm

March 8, 2014: Saturday morning – 10am – 12pm

March 20, 2014: Thursday morning – 10am – 12pm. Expectation is that this day would be conducive to business people.

Mr. Gress made a motion to accept the above dates for the public sessions. This was seconded by Ms. Bryde and passed.

The Village Board would then be advised of these dates at their next meeting.

The discussion continued to determine where these meetings could be held. Requirements to consider:

- . Size of rooms to accommodate the number of people expected to attend.
- . Availability of breakout rooms.

The gym and classrooms at Garden Street School were suggested. Mr. Gress asked if the heat was working. Ms. Piccini asked if the use of the school would be gratis and thought it the best location for the Saturday am meeting, if it was available and gratis. If the school were to charge, we wouldn't use that site.

Mr. Czajka asked about alternative locations. The following were mentioned:

- . Brewster Library (could accommodate 50-60 people, total; has space that could be used as break-out space in separate rooms upstairs and downstairs)
- . Southeast Museum (could accommodate 100 people; has space that could be used as break-out space, around exhibits/displays)
- . 50 Main Street (could accommodate 75 people)
- . Longview School
- . Town of Southeast basement
- . Methodist Church hall

All meetings are open to anyone at any time; public can return as many times as they wish.

- . Ms. Zezula suggested a central location, 50 Main Street, for the public session on Thursday morning since the business people could just walk out of their stores/businesses and come; location central to businesses would be preferable.

The discussion continued about refreshments at these meetings.

- . Ms. Zezula suggested that complimentary refreshments (e.g., water, coffee, cookies, donuts) would be a good idea.
- . Mr. Hansen would check if someone could accommodate this request and would check the budget to see if funds (approx. \$30-\$40) would be available to cover this expense, if donations not forthcoming.

Ms. Zezula explained the general agenda and suggested process.

- . All attendees arrive to a central meeting area where they would sign-in providing their contact information, including email, be issued a name tag and have refreshments. Index cards will also be available for the public to

record their questions, to be collected at end of public session. They will be advised that their questions will be responded to at a later date.

- . Mayor Shoenig would address the public explaining why this meeting is important, what it's about, and how the meeting will unfold. The Mayor will introduce the Committee and the principle speaker from PACE who will explain the process, touch upon topics to be discussed so the audience can begin to get excited and see how these sessions apply to them.

- . This introduction should take about a half hour.

Attendees will then be broken into smaller groups and assigned to break-out rooms. Depending on number of attendees, groups could be up to 30 people per break-out room. Likelihood is to have 3 break-out groups at each public session.

- . Reason for smaller groups – 1) Some people don't like to talk in front of a large group of people, 2) It's easier for facilitators to manage a smaller group and it makes it a more personal event. It's also easier to gather information/feedback from public if the numbers are smaller.

If total attendee number is less than 40, no break-out groups would be required.

- . The Thursday meeting could be a different format because of the business audience. It is an assumption that Thursday will be the day that the audience will be mostly business people, but anyone can attend.

Each break-out room will have a facilitator who will lead the discussion. (After some discussion, it was determined that PACE will be the facilitators, not Committee members and the Committee members will be the Recorders.)

- . The job of the facilitator is to ask questions and ensure that everyone is participating.

- . Attendees will see the agenda. This will consist of top three/four sections, with subsets of questions. Organized structure to questions is important.

- . The facilitator in each break-out room will be asking the same questions and directing them to their audience, and these questions will be same every time.

- . Timing for each question/discussion: 20-30 minutes.

- . All audience responses will be recorded verbatim as the objective is to capture their exact words.
- . If audience submits a question on an index card, they can hand them in at the end of the meeting, and then PACE will figure out how to respond to the public's questions.
- . Mr. Gress asked how to record sessions and discussions. Response was that the facilitator will lead public to various questions to elicit responses and keep them focused. They will acknowledge the public's questions, but will lead them to focus on the Facilitator questions. Facilitator asks the questions and the Recorder documents the responses from the public. It's a team effort.

Alternatives to how topics/chapters should be presented.

There will be four topics/chapters.

Alternative #1: Each facilitator will discuss present/discuss all four topics, generally.

Alternative #2: There will be a facilitator for each topic from the Comprehensive Plan. Same questions will be asked for each topic.

After some discussion, it was determined that in order to get the best information from the public Alternative #2 will be executed.

Therefore, PACE will provide four facilitators and one back-up (One for each of the three break-out rooms and one backup.)

Mechanism to record feedback:

- . Flip charts (Pace can supply; they need to check on availability of easels. Peter Hansen to check on Village's easel supply. Mayor Schoenig to reach out to school district for easels. Ms. Zezula recommended against white boards; can't carry that away.)

Post public sessions

- . Responses to all questions are consolidated/analyzed by PACE and provided to the Committee in one large document.

The subject of Spanish translations arose.

- . There would be Spanish translators at each public session. There should be at least two translators at each session.

- . All Spanish translators should be consulted with and briefed prior to the public sessions. This can be done by phone or in person.
- . Ms. Taylor will reach out to find Spanish translators for public sessions. Catholic Charities may be able to provide translators. Catholic Charities is also willing to pass along information about the upcoming public sessions. Will approach them for two translators for each public session.

#### Marketing and public outreach campaign

i. Ms. Stockburger reminded everyone that the plan is to use information that was on the card that was distributed on Caroling Night (big version of the little card with dates of public sessions). This will be an 8.5 x 11 flyer, with English on one side and Spanish on the other.

No R.S.V.P. in flyer.

- . Ms. Zezula will send Ms. Stockburger suggestions for flyer.
- . Ms. Stockburger to provide design and content of flyer to Committee by Jan. 21, 2014 meeting.
- . Mr. Hansen to provide translation for flyer.

ii. Mayor Shoenig and Mr. Hansen will distribute notices to newspapers. They will also reach out to schools, Team Brewster, etc.

. Mayor Shoenig and Mr. Hansen will also prepare press release for newspapers after the flyer is prepared.

. Mr. Gress asked about preparing posters of flyers to be displayed in business stores in the Village. Mr. Hansen said that they could print 11 x 17 posters in color once flyer design/content finalized.

. Mr. Gress asked about personal reach out to the business owners in the Village. Mr. Stockburger and Mr. Gress would be willing to do personal outreach to Village businesses.

iii. Ms. Taylor will also provide her press list to be combined with Mr. Hansen's. Ms. Taylor suggested contacting the Hudson Valley Economic organization to advise them about public session dates and to find out how they might want to participate, since they are aware of what's going on and were advocates for the Village.

. Ms. Taylor asked about any funding opportunities moving forward. The response was, None.

. Ms. Zezula asked about getting these flyers in school backpacks. Mr. Cullen said the school is a little selective about the inserts and we'd have to ask them about this. Since Mayor Shoenig is reaching out to schools for easel availability, he should also ask about flyers included in backpacks.

iv. Mr. Boissonault will arrange for videotaping of sessions and posting to local channels. These tapings would also be helpful to the Committee members who may not be able to attend all public sessions. End product of videotape prior to posting needs to be determined; to serve as a commercial to entice the public to come to the next meeting, as much as a recording of the sessions.

. Mr. Mole asked about timeframe between sessions and posting – to be determined.

. Ms. Zezula mentioned that videotaping can inhibit some people from speaking. Asked about someone taking pictures, or taping only the introduction portion and not the sessions with public participation.

. Mr. Gress mentioned that with today's technology, perhaps the public would be taping the sessions themselves. And if the Committee doesn't tape, possibility that the public's taping would be contrary to the "official" record of what transpired at the sessions. Mr. Stockburger didn't think this would be an issue.

. Ms. Barosa suggested that we could just go with audio instead of video. Mr. Hansen will investigate audio. Says he currently has both audio and video devices and can buy more.

. All Committee members and PACE will participate in the distribution of the flyer.

v. The survey will be available in hardcopy and online; also to be distributed as direct mail using the voter registration list and the Village billing mailing list.

. The survey will be available and distributed in English and Spanish and will be two separate surveys, each two pages, one in English and one in Spanish. Mr. Hansen will arrange for the translations of surveys into Spanish.

. RE: Survey monkey – Ms. Zezula to handle.

. Mr. Boissonault asked about how to collect surveys. There will be multiple opportunities: 1) At the public sessions, 2) online, 3) through the

mail, and 4) at designated drop-off places in Village, e.g. Village Offices, library, train station.

- . Mr. Boissonault asked about distributing with post-paid envelope.

Response was that this isn't cost effective.

- . Mr. Boissonault also suggested that the cover sheet mailed with the survey includes a statement that the survey is available online.

- . Distribution and return of survey

  - Distribution: February 20, 2014

  - Return: No later than March 31, 2014.

Mr. Gress asked about how the surveys will be distributed.

- . There will be two surveys:

  - . Residential version – distributed to all village residents by mail.

  - . Business version – distributed by mail to village businesses, but also hand delivered to village businesses. Ms. Zezula could also accompany the personal distribution of the surveys, and introduce to the recipients the questions that will be addressed at the public sessions. (Mr. Hansen stated they don't have a local business-specific mailing list.)

  - . Ms. Zezula asked about any other opportunities to have one-on-one sessions with business folks. Ms. Taylor suggested the DEC, Rotary and Chamber of Commerce. Also, church groups, fire house, police, Coalition for Better Brewster, etc.

Ms. Piccini asked if there was a mailing list of village businesses available. Answer was, No.

Mr. Gress asked about number of questions in the survey, suggesting that no more than ten questions would get the best responses. Number of questions still need to be determined in future. Ms. Barosa prepared original survey and suggestions should be sent to Ms. Barosa.



Homework for every committee member due at the next meeting on January 21, 2014.

For each committee member's component: Identify the stakeholder(s) for that component and provide the key contact person's name and contact information. Also, find out about any upcoming meetings that committee members could attend to generate interest.

Ms. Stockburger stated that the Rotary usually has a speaker and we could try to get on their agenda as one of their speakers.

Mr. Stockburger asked about when the Zoning and Land Use section gets fed into the process. Mr. Stockburger talked about one of the fears in getting the public's input is that they'll ask for, for example, six multiplexes, or other things that will be too grandiose for the Village.

. Mr. Hansen mentioned that a marketing analysis needs to be done in order to prepare for that.

Ms. Zezola stated that there will be a second phase.

. Ms. Zezola responded that there will need to be a balance, but that the objective of this phase is to get the public involved and excited, and also make sure they are grounded in the reality of possibilities.

Ms. Zezola also stated that there will be ongoing private meetings and scoping sessions that will take place throughout the upcoming months and while the sessions are going on. Ms. Zezola can follow-up with various groups in advance of and while the public sessions are going on.

Ms. Zezola also suggested that we need to keep a record of who is contacted from the individual organizations.

Ms. Piccini brought up the subject of completion of the Chapter Reviews by each committee member.

Ms. Barosa stated that PACE doesn't need them prior to the public sessions, however, Ms. Piccini reminded Committee to continue working on them.

Upcoming meetings – Ms. Piccini reminded everyone of the following meeting dates:

- . Tuesday, January 21, 2014 (snow date: Wednesday, Jan. 22, 2014)
- . Wednesday, February 12, 2014 (snow date: Thursday, Feb. 13, 2014)
- . Committee agreed to hold Thursday, March 6, 2014 as first meeting after first public session. This would be a “lessons learned” meeting.

Ms. Piccini made a motion to close the meeting. This was seconded by Ms. Bryde and passed unanimously.

Meeting adjourned at 8:35pm.

Assignments:

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For each committee member's component: Identify the stakeholder(s) for that component and provide the key contact person's name and contact information. Also, find out about any upcoming meetings that committee members could attend to generate interest or schedule one-on-one meetings.

Assignment	Responsible
Determine where to hold public sessions	??????
Identify vendors to provide refreshments for public sessions as donations. Determine if Village has budget to fund if no donations provided.	Mr. Hansen
Check on easel supply of Village.	Mr. Hansen
Reach out to school district for easel supply.	Mr. Shoenig
PACE to provide flip chart paper	Ms. Zezula
Spanish translators for public sessions.	Ms. Taylor
Flyer suggestions to Ms. Stockburger	Ms. Zezula
Flyer design and layout for next Committee meeting on Jan. 21, 2014.	Ms. Stockburger
Spanish translation of flyers and surveys.	Mr. Hansen
Distribution of notices and press release to newspapers, schools, Team Brewster, etc.	Mr. Shoenig, Mr. Hansen
Print 11 x 18 posters of flyer once approved.	Mr. Hansen
Personal outreach to Village businesses.	Mr. Gress, Mr. Stockburger
Press list to Mr. Hansen.	Ms. Taylor
Contact school district about including flyers in school backpacks.	Mr. Shoenig
Arrange for videotaping of public sessions and posting.	Mr. Boissonault
Investigate audio for public sessions	Mr. Hansen
Post surveys on Survey Monkey	Ms. Zezula
Distribution of flyers	All Committee members
Feedback to survey to Ms. Barosa	All Committee members
