



Town of Brunswick, Maine

COMPREHENSIVE PLAN UPDATE STEERING COMMITTEE

85 UNION STREET, BRUNSWICK, ME 04011

COMPREHENSIVE PLAN UPDATE STEERING COMMITTEE AGENDA

BRUNSWICK TOWN HALL

85 UNION STREET

COUNCIL CHAMBERS

TUESDAY, JANUARY 7, 2020, 6:30 PM

1. Roll Call of Members

2. Pledge of Allegiance

3. Community Workshops Preliminary Discussion

- a. Format
- b. Content
- c. Exhibits

4. Morrell Meeting Room Display and Presentations Preliminary Discussion

- a. Exhibits
- b. A New Plan for Brunswick – What is Plan Brunswick and What is it Doing?
- c. You Spoke, We're Listening – A Climate Change Panel Discussion
- d. You Spoke, We're Listening – A Housing Panel Discussion

5. Town Boards and Committee Outreach

- a. ~~Conservation Commission:~~ January 2, 2020
- b. Marine Resource Committee: January 8, 2020
- c. Brunswick-Topsham Water District: January 13, 2020
- d. Housing Authority Board: January 14, 2020 (*status pending*)
- e. Master Plan Implementation Committee: January 14, 2020
- f. Planning Board: January 14, 2020
- g. Recreation Commission: January 15, 2020
- h. Brunswick Sewer District: January 16, 2020
- i. Rivers and Coastal Waters Commission: January 22, 2020
- j. Recycling and Sustainability Committee: January 28, 2020

6. Plan Brunswick Promotional Materials

- a. Handouts
- b. Coasters
- c. T-Shirts

7. 2008 Comprehensive Plan Update Report Draft Distribution



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8. Public Comment

9. Meeting Summaries

- a. October 1, 2019 Meeting – Draft 2
- b. October 29, 2019 Meeting – Draft 2
- c. December 3, 2019 Meeting – Draft 1

10. Other Business

**TOWN OF BRUNSWICK COMPREHENSIVE PLAN UPDATE STEERING COMMITTEE
MEETING SUMMARY – DRAFT 2
OCTOBER 1, 2019**

MEMBERS PRESENT: Larissa Darcy (Steering Committee Chair), Catherine Ferdinand, Alison Harris, Fred Koerber, Elizabeth Kohler, Marcy McGuire, Anthony Sachs, Jacqueline Sartoris, Sande Updegraph (Planning Board), Christopher Watkinson (Town Council, District 5), Kathy Wilson (Town Council, At Large)

MEMBERS ABSENT: John Perreault (Town Council Chair, District 4)

STAFF PRESENT: Jared Woolston, Town Planner

A meeting of the Town of Brunswick Comprehensive Plan Update Steering Committee was held on Tuesday, October 1, 2019, in the Town Hall Council Chambers, 85 Union Street. Steering Committee Chair, Larissa Darcy, called the meeting to order at 6:30 PM.

Continuing a discussion from their last meeting on September 12, 2019, the Steering Committee continued individual members' reviews of the 2008 Comprehensive Plan Update. The reviews focused on what was done well and what was not done well in the 2008 Plan, what is still relevant and what is now irrelevant, and what may have been missing that needs to be addressed in the 2020 Plan Update.

Marcy McGuire listed items that are in the 2008 Plan that are still relevant and new items that should be added to the 2020 Plan Update: the landfill is due to close in April 2020 and it is important to identify the next solid waste solution; the Town Recycling and Sustainability Committee report on recycling costs and its effort to launch a Waste Reduction and Education program; Maine State Legislative Document 1431 (Resolve, To Support Municipal Recycling Program) and the implementation of a product stewardship law for packaging; review of the recently updated Bicycle and Pedestrian Plan; a Master Traffic Plan, the amount of residential development within the Rural Area; affordable housing, Land for Brunswick's Future Board; and open space impact fees. Important items that are missing from the 2008 Plan include: climate change and the Governor's proposal to create a Climate Change Council; greenhouse gas emissions; separation of sewer and rain water; composting; LED lighting; solar panels; aging in place; transportation; and attracting young families to the Town.

Sande Updegraph added that the 2020 Plan Update should provide more focus on the potential for regional approaches to municipal facilities, and the use of other municipal resources. The impact of tourism and how it can impact the local economy is also an important element that is missing from the 2008 Plan that should be included in the 2020 Plan Update. Sande also suggested that individual Steering Committee members could provide a review of one of the Town's other long range planning documents such as the Master Plan for Downtown Brunswick and the Parks, Recreation and Open Space Plan.

Catherine Ferdinand's list of items that are in the 2008 Plan that are still relevant included: the appropriate role of the 2020 Comprehensive Plan Update in regards to eliminating educational programming and focusing on school infrastructure and facilities; eliminating overlap of items in Policy Areas 2 and 4 and creating a new and broader policy area called Public Facilities and Services; the potential financial impact to the Town for Brunswick Landing infrastructure needs; Policy Area 5 should be broadened to include homeless shelters; and Policy Area 6 is overly broad in that it combines natural resources, open space, land use, and outdoor recreation. Catherine stated that policy areas that are missing from the 2008 Plan that should be incorporated in the 2020 Plan Update include transportation, sustainability, and carbon neutrality.

Anthony Sachs stated that the growth control measures outlined in the 2008 Plan were not successful and he suggested that if there is going to be development in the Rural Area the 2020 Plan Update should include green building and green infrastructure requirements and best practice recommendations. Anthony also mentioned that affordable housing is an important element that needs to be further addressed in the 2020 Plan Update, especially as it relates to attracting workers and young families to Town.

Jackie Sartoris concurred with the items on other members' lists and then referenced research from the United Nation that there is a biodiversity crisis. As such, the 2020 Plan Update should not only focus on the built environment but protection for the unbuilt environment, including connected habitats and maximizing their value. Jackie suggested that the Rural Brunswick Smart Growth Provisions should be reassessed as it contains goals that try to incorporate education as to how plants and animals use the land. Aerial maps and data are now more readily available from the State to conduct an assessment of where the Town is in regards to undeveloped lots, essential habitats, and connectivity. The 2020 Plan Update should explain the difference between open space and habitat as essential habitat cannot be protected just by protecting open space. Invasive species are also an issue that should be addressed in the 2020 Plan Update.

Liz Kohler asked who will be responsible for writing the 2008 Plan Report and was informed that Matt Panfil, Director of Planning and Development, is preparing the report. Chair Darcy stated that there is a three (3) part plan to completing the 2020 Plan Update: the 2008 Comprehensive Plan Update Report to be completed by December; development of the new 2020 Plan Update including vision and goals; and finally addendums after the initial 2020 Plan Update has been approved by the Town and State. Liz stated that she felt the 2020 Plan Update should better prioritize policy areas to guide the work of Town staff and volunteer committees, boards, etc. Liz added that she too feels it is important to include climate change in the 2020 Plan Update.

Alison Harris stated that the Town needs a better way to communicate with residents about what is going on in the Town. She suggested maps and inventories of meeting spaces, public parking locations, and a comprehensive event calendar. Alison added that Town-wide wireless internet should be included under the infrastructure policy area.

Chair Darcy stated that she would like to invite a representative from the School Board and Midcoast Regional Redevelopment Authority (MRRA) to the next meeting.

There was a brief discussion regarding some of the logistics of the 2020 Plan Update. Liz Kohler asked if there is a budget for the 2020 Plan Update. Chair Darcy stated that she will check with Matt Panfil regarding the actual budget, but she does know there are some funds available. Councilor Watkinson asked if the School Board has already reviewed the relevant sections of the 2008 Plan. Chair Darcy stated that she will have to check with Matt regarding this item. Jackie Sartoris suggested that the Town's other long range planning documents should be made readily available on the website.

Chair Darcy began a discussion about the public survey. Matt Panfil is still looking for recommended topics. Steering Committee members do not have to write the questions themselves, but suggested topics are helpful. Liz Kohler suggested that some of the original survey questions be eliminated as they are no longer relevant. Jackie Sartoris suggested that there should be a component that allows for a more open visioning format. She asked if there are other communities that have recently conducted a survey as part of a comprehensive plan update. Specifically, she would like to get information regarding what makes Brunswick attractive to live. Alison Harris stated that she has a list of several topics for questions, but keeping the survey short is important. Councilor Watkinson asked about the mechanism for distribution of the survey. Chair Darcy replied that it will be distributed randomly by mail and also be available online. Catherine Ferdinand emphasized that the survey should be crafted carefully so that the questions are not leading and they solicit usable data for the policy areas. Sande Updegraph stated that the survey is tedious and cumbersome because the questions are all structured differently. The new survey should be written in such a way as to make it easier to use. Fred Koerber stated that there are now many ways to solicit community feedback. He would prefer a dynamic approach that includes mailing, online, and in public at events. Chair Darcy reviewed some of the public outreach measures that have been proposed. Liz Kohler asked if there was an opportunity to conduct multiple surveys. Alison Harris asked if there was an interest in expanding public outreach to people who work in Brunswick but live elsewhere. Chair Darcy agreed and Jackie Sartoris added that it would be beneficial to know what non-residents like and dislike about the Town. She added questions for Matt upon his return regarding the potential use of a Town email list and how the documentation is being pulled together. She also stated that although the 2020 Plan Update is a ten-year document, the vision should be for a longer time period.

The Steering Committee held a lengthy discussion pertaining to public outreach in general and the logistics of the November 5 Launch Party. The goal is public input and to obtain a preliminary vision as to what Brunswick look like in the future. The Steering Committee reviewed the basic details for the Launch Party and it was suggested that a subcommittee be formed to meet on a different date to finalize the details of the event.

The Steering Committee agreed that the planbrunswick.org website should add an email list signup option and an opportunity for people to express their interests and priorities for

the Town. It was also suggested that there should be an Instagram account for the 2020 Plan Update.

Chair Darcy suggested the Steering Committee discuss the next few public events. It was decided that the subcommittee would work with Matt to identify events through March.

Chair Darcy opened the meeting for public comment, but there were no members from the public present.

Fred Koerber brought up Sande Updegraph's idea regarding the review of the Town's other long range planning documents. Chair Darcy asked if the Steering Committee were to review all of the other plans, she is unsure as to what the next step would be as the Steering Committee is not responsible for updating the plans. Jared Woolston stated that the focus of a comprehensive plan is to provide a basis for land use decisions, but it may be too time consuming to review all of the other long range planning documents. Chair Darcy stated her agreement that she understood that the Steering Committee is responsible for identifying plans that need updating, but not updating the plans themselves. Jackie Sartoris stated that the 2008 Plan formally adopted some of the other planning documents. She feels it would be best to ask the various committees that developed the other planning documents to provide an update and presentation on their progress implementing the plans. It was discussed that individual Steering Committee members could select a planning document and provide a brief summary to the rest of the Committee. Jared Woolston suggested that the Brunswick Naval Air Station Reuse Master Plan is an important document for the Steering Committee to understand.

A motion was made by Councilor Watkinson and seconded by Anthony Sachs to approve the minutes from the August 6, 2019 Steering Committee meeting. The motion was approved unanimously by those present.

Jackie Sartoris suggested that the minutes would be more appropriately termed meeting summaries.

A motion was made by Marcy McGuire and seconded by Alison Harris to approve the minutes from the September 12, 2019 Steering Committee meeting, with adjustments as outlined by Chair Darcy. The motion was approved unanimously by those present.

Jackie Sartoris asked for Matt to provide them an email with organizations that may have email lists and groups that the Steering Committee can reach out to for input.

A motion was made by Councilor Wilson and seconded by Sande Updegraph to adjourn the meeting. The meeting was unanimously adjourned at 9:06 PM.

**TOWN OF BRUNSWICK COMPREHENSIVE PLAN UPDATE STEERING COMMITTEE
MEETING SUMMARY – DRAFT 2
OCTOBER 29, 2019**

MEMBERS PRESENT: Larissa Darcy (Steering Committee Chair), Catherine Ferdinand, Alison Harris, Elizabeth Kohler, Marcy McGuire, John Perreault (Town Council Chair, District 4), Anthony Sachs, Jacqueline Sartoris, Sande Updegraph (Planning Board), Christopher Watkinson (Town Council, District 5), Kathy Wilson (Town Council, At Large)

MEMBERS ABSENT: Fred Koerber

STAFF PRESENT: Matt Panfil, Director of Planning and Development
Laurel Margerum

A meeting of the Town of Brunswick Comprehensive Plan Update Steering Committee was held on Tuesday, October 29, 2019, in the Town Hall Council Chambers, 85 Union Street. Steering Committee Chair, Larissa Darcy, called the meeting to order at 6:30 PM.

The Steering Committee began the meeting by discussing the November 5, 2019 launch party event. In reference to the event subcommittee’s plan, Matt Panfil discussed the proposed details for the event including location, hours, volunteer scheduling, advertising, informational handouts and other documents to be provided, and interactive stations for public participation. He stated that staff is still working on completing a one-page community demographics handout that was requested by the subcommittee. Once complete, the sheet will be posted to the planbrunswick.org website. Alison Harris asked that the handout regarding recycling information be printed on colored paper.

Chair Darcy told the rest of the Steering Committee that the November 5 event will function more as a meet-and-greet event than as a formal presentation to the public. Councilor Watkinson stated that he reviewed the proposed layout and circulation at the Brunswick Junior High School to ensure that there would be public awareness and we would be able to direct guest attention to the event. Councilor Watkinson and Councilor Wilson asked about the content of the stations. Matt Panfil stated that the stations would comprise of tables for email list sign-up sheets, handouts, copies of the Town’s existing long range planning documents, a poster to educate the public about what a comprehensive plan is, a poster about the 2008 Comprehensive Plan Update, a poster of the anticipated project timeline, a blank idea board poster for the public to provide comments, and a poster to allow the public to vote via stickers for their top priorities. Two additional handouts have been created asking the public their preferred method of participation and their ideas for Brunswick’s future. The Steering Committee then provided potential edits for the handouts and other materials.

Sande Updegraph asked how many of the half-page handouts would be made. Matt Panfil responded by first providing an update on the budget for the project by stating that

expenses to date were approximately \$1,600 of the \$40,000 budget. He feels that this will be sufficient and will provide an opportunity to hire outside help to serve as a meeting facilitator for the upcoming visioning and goal setting public events and/or to do GIS mapping analysis that is beyond the expertise of Town staff. The community survey will also contribute to the overall cost of the project. Returning to the original question, Matt Panfil stated that he will order 500 handouts for the November 5 event. Alison Harris suggested that colored notes or index cards be used for the blank idea poster board. She also suggested the use of the Curtis Memorial Library "Collaboratory." Matt Panfil stated that he thinks the Collaboratory may be reserved for the Steering Committee's use in February along with the Morrell Meeting Room, but he would check with the library to confirm. Alison Harris also suggested that the year of the Daniel Burnham quote from one of the handouts be noted in order to explain a gender bias within the quote. It was agreed that the quote would be paraphrased or deleted.

Jacqueline Sartoris suggested that the public could also provide feedback on their concerns over the 2008 Comprehensive Plan Update in a manner similar to the visioning posters. She requested clarification as to the specific documents that would be provided to the public at the November 5 event. Matt Panfil listed the documents as: community demographics sheet; FAQs; Public Works' "List of What is Now Recyclable and What Not to Include;" the public participation preference questionnaire; and the visioning questionnaire. Also available for public review, but not to take home, will be copies of the Town's other long-range planning documents. Matt stated that the three (3) visioning questions will also be added as a new Quick Poll to the planbrunswick.org website.

Elizabeth Kohler asked for clarification as to how the public interaction will function and how to make clear to the public that we will be asking for their time. Matt Panfil stated that he would prepare a narrative and summary of the items for the members to consult. Chair Darcy added that the half-page handout will be useful as a quick introduction to let the public know about the project. Councilor Watkinson suggested the use of a map where the public can identify the area in which they live. Chair Darcy asked if the members will be allowed to distribute the half-page handouts outside as people are entering the building. Matt Panfil replied that he would check with the Town Clerk about this possibility.

Jacqueline Sartoris suggested that the FAQs can be edited to be more user-friendly. She stated that making the connection between land use and the State's Growth Management Act would help people better understand the purpose of the Comprehensive Plan Update. She also suggested that the public participation preference sheet be updated to allow organizations to request comprehensive planning presentations. In her opinion the three (3) visioning questions may be too broad and lead to answers that are not necessarily relevant to the Comprehensive Plan Update. Alison Harris stated her understanding that a comprehensive plan is about more than land use issues. She also suggested that contact information be provided on the handouts so that the public knows where to return them if they take them home. Councilor Wilson agreed with Jacqueline Sartoris' comments regarding the FAQs. Jacqueline Sartoris responded to Alison Harris' comment by stating that the root of comprehensive planning in Maine is tied to growth management and to some extent capital improvement planning, but other communities have taken it and grown

it to include other important issues facing the community. Alison Harris stated that although we must comply with the State requirements, it is clear that some of the most pressing issues facing the Town, such as climate change and New Mainers, may not be directly related to land use. Chair Darcy added that this is the purpose of the comprehensive plan: to do a broad review of the Town's needs that will then let the Town focus its planning efforts on specific topics or geographic areas.

Elizabeth Kohler stated that she felt the Portland, ME comprehensive plan was successful in that it identified important community values and then made land use and planning decisions based on those values. Marcy McGuire added that topics like affordable housing impact land use, but are not necessarily spelled out in the State requirements. Jacqueline Sartoris summarized by asking if the Steering Committee felt the visioning questions would help identify community values that could then be applied to land use planning. She suggested the question have wording prompting the public to share their local level concerns. Chair Darcy stated that the posters should allow people to comment on already-identified themes, but also be able to share what values are important to them that are missing from the discussion. Catherine Ferdinand stated that identifying what is important to the public helps build political will to make later changes. She feels that it is also important to acknowledge that not all comments will make it into the Comprehensive Plan Update, but this is an opportunity to identify the common threads. Council Watkinson concurred with Catherine Ferdinand and added that the comments received at the November 5 event will feed the discussion when it is time for the visioning and goal setting public events.

Chair Darcy summarized the next steps required to finalize preparations for the November 5 event. Matt Panfil asked if the Steering Committee wanted the question about Brunswick's future broad or more tailored to growth management. The Steering Committee indicated their preference to leave it as a broad question that can be refined later. Alison Harris suggested the use of name tags for the event. The Steering Committee agreed. Other suggestions included: t-shirts for the Steering Committee for future events, increasing the font size on the handouts, and the use of a QR code on handouts.

Matt Panfil notified the Steering Committee that the local radio station, WCME, would be interested in interviewing a couple of members regarding the launch party at 7:35 on the morning of the event. Councilor Wilson volunteered and Matt Panfil was nominated to represent the Steering Committee for the interview. Alison Harris asked if the radio station would promote the event ahead of time. Matt Panfil replied he would check to see what options were available. He added that he also contacted the local newspaper to let them know of the event, but is unsure if they will cover it. Chair Darcy reminded the Steering Committee that there will also be an ad on TV3 leading up to the event. Matt Panfil stated that after the event he would have a new ad run with adjusted event dates. Town Council Chair Perreault stated that he would read an announcement at the Town Council meeting the night before the November 5 event. Sande Updegraph suggested that the half-page handout have a tagline to help better describe what "Plan Brunswick" is. Catherine Ferdinand suggested that the Brunswick Naval Air Station Reuse Master Plan and Capital

Improvement Plan (CIP) also be included in the long-range planning documents available to the public.

Chair Darcy introduced the community survey as the next topic for discussion. Matt Panfil stated that based on the feedback he received there were several questions that could be deleted as they are now out-of-date. He stated that a member of the Planning and Development Department staff took the survey and it took them eighteen minutes, so he believes that the proposed length is acceptable. As an incentive to complete the survey, there will be a drawing to win one of fifteen Brunswickopoly games. He asked for Steering Committee feedback on the survey by Friday, November 15. Alison Harris suggested that it be made clear to survey recipients that it is ok to leave an answer blank if they have no opinion or do not want to answer. Catherine Ferdinand suggested that the survey include basic demographic questions such as age or property ownership or rental. Matt Panfil asked the Steering Committee to identify the specific demographic questions to include on the survey. In addition to the randomly mailed surveys, Town Council Chair Perreault asked if the survey would be available online. Matt Panfil confirmed. The Steering Committee agreed that demographic questions should be optional, but should include age, property ownership versus rental, children in school and children not in school, elderly caretaker, and level of education. Councilor Watkinson asked if the data would be available by demographics. Matt Panfil confirmed. Catherine Ferdinand suggested adding a question as to whether or not the respondent works in Brunswick. Chair Darcy asked for Matt Panfil to describe the survey mailing process. He replied that the process will replicate the 2005 process in which 1,500 addresses were randomly selected. The list includes rental apartments, mobile homes, and single-family homes. Anthony Sachs asked if the mailed survey could be completed online. Matt Panfil stated that he had not thought of that and would look into the possibility, but it may be difficult to make sure that the survey would only be completed once by the assigned household. Jacqueline Sartoris stated her belief that the digital and paper survey results should be kept separate as the statistical significance of the digital survey will not be as reliable as the paper survey. Chair Darcy clarified that the community survey will be delivered to the Steering Committee one week prior to the next meeting on December 3, 2019. Elizabeth Kohler asked that the survey be sent to the Steering Committee in Microsoft Word format to which Matt Panfil replied affirmatively.

Chair Darcy began a discussion on upcoming events beyond November 5. Matt Panfil stated that he has talked with Paul Perzanoski over email regarding the School Board's interest in participating in the Comprehensive Plan Update. Matt stated he was unsure how much time should be allocated to the School Board to review the 2008 Comprehensive Plan Update. He suggested that the Steering Committee consider identifying a night or two outside of the normally scheduled meetings to be able to talk with the School Board and other Town boards, committees, and departments. Councilor Watkinson asked for clarification as to what would be expected from the other boards and departments. Matt Panfil replied that he would expect a discussion as to progress made on any actions assigned to their unit and what interest they have in the Comprehensive Plan Update moving forward. Councilor Watkinson mentioned that the Bicycle and Pedestrian Advisory Committee (BPAC) is in the process of updating their Improvement Plan. Matt stated that this updated plan could be incorporated into the Comprehensive Plan Update. Chair Darcy

asked if the Steering Committee would want an executive summary from the other boards, departments, etc. Matt Panfil stated that his vision for the 2008 Comprehensive Plan Report is a summary of the comments and feedback on the 2008 Plan provided by the Steering Committee, especially the lessons learned from the 2008 Plan that will be used in the 2020 Update. The report will also include an appendix identifying the status of each of the recommended actions and performance targets.

Jacqueline Sartoris asked if the various committees, boards, etc. are also reviewing the 2008 Comprehensive Plan Update. Matt Panfil replied no, other committees and boards are not reviewing the 2008 Comprehensive Plan Update. Instead, he has been working with staff from other departments and organizations to help identify the status of the key actions and performance targets. Matt stated that having a separate meeting with the other boards and committees could be done, but he did not anticipate having each group do their own review of the 2008 Comprehensive Plan Update. Jacqueline Sartoris stated that almost all of the committees had a role to play in the 2008 Comprehensive Plan Update and there should be a process for them to provide their own feedback. Matt Panfil stated that he has been working with staff to complete the 2008 Plan review. Jacqueline Sartoris stated that she thinks that the committees' review is an important part of the public engagement process and that she would prefer more input from the committees instead of staff due to their expertise in certain areas. Matt Panfil expressed his belief that if each committee or board were to do their own review and write their own response the project timeline would need to be extended at least 2-3 months. Catherine Ferdinand stated her understanding that these committees and boards will be providing input on the future planning efforts, but not necessarily the 2008 Comprehensive Plan Update. Chair Darcy agreed with Catherine Ferdinand and stated the importance of input from the committees and boards for the visioning and goal setting. Jacqueline Sartoris expressed her surprise that committees were not providing input on the 2008 Comprehensive Plan Update and reiterated her belief that the committees should be consulted prior to completing a 2008 Comprehensive Plan Update Report. Chair Darcy replied that she believes the overall consensus of the Steering Committee is for staff to proceed with inventorying the status of key actions and performance targets. Those results will be included in the 2008 Comprehensive Plan Update Report and then it can be evaluated if additional committee comment is necessary. She added that the majority of the input from committees and boards will be during the 2020 Comprehensive Plan Update process. Laurel Margerum added that many of the key actions and performance targets are tied to data that can be acquired by staff. Town Chair Perreault expressed his belief that Town staff are aware of the committees' interests and he is comfortable with staff completing the 2008 Comprehensive Plan Update Report and committees and boards providing their input as the 2020 Comprehensive Plan Update is developed.

The Steering Committee discussed options for the date and location for the next public meeting that will involve visioning and goal setting. Matt Panfil stated that he would like to mix up locations of public events so as not to favor one geographic area over another. The event is anticipated to have a higher participation rate and a venue that can accommodate a larger group will be required. Based on the timeline, the event will be held in late January or early February. He also suggested that the Steering Committee consider two (2) events,

with one on a weekday and one on a weekend. Alison Harris suggested that the Morrell Meeting Room in February, but Matt Panfil stated his concern that the room may be too small for the expected level of participation. Other suggestions included the Brunswick High School gymnasium, the Town Recreation Center, the Southern Maine Community College Student Center, St. John's Community Center, and the Brunswick High School cafeteria. There was a discussion as to whether or not the public was familiar enough with the Brunswick Landing to host an event at the Recreation Center. Eventually the Brunswick High School cafeteria was identified as the preferred choice.

Matt Panfil stated that at the last Steering Committee meeting it was suggested that all of the existing long-range planning documents be reviewed by various members. Although it was not part of the original scope, he has provided a list of all the documents if the Steering Committee still wished to review them. Jacqueline Sartoris stated that she was going to review two (2) of the documents to see how they influenced the 2008 Comprehensive Plan Update and she believes it is important for the Steering Committee to be generally informed of the content of all of the documents. Catherine Ferdinand asked about the existence of a Facilities Plan that is referenced in the 2008 Comprehensive Plan Update. Matt Panfil replied that he has asked Public Works about the Facilities Plan, but has not yet heard if it has been located. Catherine Ferdinand also suggested that the Town committees be linked to the planbrunswick.org webpage. Matt Panfil added that staff located a draft climate action plan prepared by Public Works in 2015, but he is hesitant to share it because it is a draft plan that was never reviewed by Town Council. Catherine Ferdinand suggested the Town Zoning Ordinance also be included on the project website. Jacqueline Sartoris suggested that adding other regional plans would be helpful. Matt Panfil replied that he would try to post any documents or links that were sent to him.

Chair Darcy opened the meeting for public comment. Sue Stableford, Vice-Chair of the Rivers and Coastal Waters Commission, stated that she wanted to affirm that other Town commissions and committees will want to participate in the Comprehensive Plan Update process. She feels her Commission and the Town Harbormaster have a lot of important information they can share with the Steering Committee. The Comprehensive Plan Update will also help her Commission to develop their priorities moving forward. She asked how the data from surveys and other public input will be collated. Matt Panfil responded that this will be Town staff's responsibility. Sue Stableford asked if the data will be analyzed in consideration of the Town's demographics. Matt Panfil affirmed. There was no other public comment.

Approval of the meeting summary was tabled until the next Steering Committee meeting. The Steering Committee requested that meeting summaries and other documentation be provided to them one (1) week in advance of future meetings.

Matt Panfil stated that an Instagram account has been created for Plan Brunswick and that he was putting Laurel Margerum in charge and would provide the access information for any other member interested in administering the social media accounts. He concluded that he will work with the Steering Committee Chair and Town Council Chair on scheduling an update for the Town Council and Planning Board.

Chair Darcy adjourned the meeting at 8:50 PM.

**TOWN OF BRUNSWICK COMPREHENSIVE PLAN UPDATE STEERING COMMITTEE
MEETING SUMMARY – DRAFT 1
DECEMBER 3, 2019**

MEMBERS PRESENT: Larissa Darcy (Steering Committee Chair), Catherine Ferdinand, Fred Koerber, Alison Harris, Elizabeth Kohler, Marcy McGuire, Jacqueline Sartoris, and Christopher Watkinson (Town Council, District 5)

MEMBERS ABSENT: John Perreault (Town Council Chair, District 4), Anthony Sachs, Sande Updegraph (Planning Board), and Kathy Wilson (Town Council, At Large)

STAFF PRESENT: Matt Panfil, Director of Planning and Development
Laurel Margerum

A meeting of the Town of Brunswick Comprehensive Plan Update Steering Committee was held on Tuesday, December 3, 2019, in the Town Hall Council Chambers, 85 Union Street. Steering Committee Chair, Larissa Darcy, called the meeting to order at 6:30 PM.

The Steering Committee began the meeting by discussing the 2008 Comprehensive Plan Update (“2008 Plan”) Report. Referencing a draft handout of a review of Policy Area 1 from the 2008 Plan, Matt Panfil stated that the vision for the report is no longer a single spreadsheet with notations, but rather a lengthier document including an executive summary, in-depth review of each proposed action item, and a spreadsheet summarizing the status of each item. In regards to Policy Area 1 and its focus on maintaining and financially supporting a quality public education system, Matt stated that many of the action items were not associated with a comprehensive plan in the traditional sense that they are not tied to land use and growth management, but focus on the School Department’s academic and programming goals such as test scores and class sizes. Matt introduced Shawn Lambert, Brunswick School Department Assistant Superintendent, to discuss Policy Area 1 of the 2008 Plan and how the School Department does its long range planning.

Shawn stated that in regards to long range planning, the School Department references the 2008 Plan in various policies, but it is not thought of as their guiding document. The School Department’s primary guiding documents is “Brunswick Believes: A Strategic Framework for Our Schools 2016-2021.” The School Department is conducting a search for a new Superintendent. Once hired, it is anticipated that the new Superintendent will have a significant influence on updating the next strategic planning document. In response to the 2008 Plan action items of which Matt requested the School Department’s help in responding, Shawn believes that they will be able to provide the information in a timely manner. Shawn stated that he would ask the School Board at their next meeting for their level of comfort with including questions about the Town’s public schools on the forthcoming Community Survey. Shawn also stated that he anticipates two (2) members of

the School Board, Teresa Gillis and Celina Harrison, will attend future Comprehensive Plan Update meetings.

Chair Darcy asked if the referenced items have been discussed at previous School Board meetings to which Shawn responded that they have discussed the Comprehensive Plan Update generally in regards to participation, but not specific items from the 2008 Plan. Matt Panfil explained the Comprehensive Plan Update to Shawn in more detail, and Chair Darcy provided an estimated project timeline of each of the three (3) phases of the update process. It was agreed that the School Board would make a decision on Community Survey questions as quickly as possible and Shawn would work with staff over the next few weeks to respond to the incomplete action items.

Councilor Watkinson asked if it was realistic for the School Board to make a decision regarding the inclusion of questions on the Community Survey at their next meeting. Shawn responded that the topic could be put on the next meeting's agenda.

Fred Koerber asked if the School Department could provide an idea as to the future of the location of the REAL School. Shawn responded that he did not have an immediate answer, but there will be a conversation amongst the Board regarding the matter.

At the request of Chair Darcy, Matt provided a status update for the 2008 Comprehensive Plan Update Report. Matt stated that he was beginning to format a draft of the report and that he had fallen behind schedule and anticipated the report being completed at the end of December instead of mid-December as initially indicated.

Jacqueline Sartoris asked if the School Board will be reviewing the 2008 Plan Policy Area 1 action items. Shawn responded that the School Board will decide on the issue of the Community Survey questions, but that the School Department administration will be providing the data for the action item status updates. Jacqueline suggested that at the very least, the School Board should have access to the 2008 Plan to familiarize themselves with how it relates to their organization. Jacqueline stated that she wants to make sure that all of the other Town's boards and committees are aware of the ongoing Comprehensive Plan Update process and review the status of the action items from the 2008 Plan. Matt stated that he will be spending time in January attending board and committee meetings to provide an update and inform them of the upcoming events. Chair Darcy added that as the new update is prepared, the boards and committees will have further opportunity to meet with the Steering Committee to provide new objectives and action items and to review action items that should be carried over from the 2008 Plan into the new update. Jacqueline asked that the website and social media information be shared with all of the Town boards and committees.

Catherine Ferdinand asked about staff's plan for the updating of inventories required by the State. Matt stated that for some of the inventories the State data is incomplete and it will be necessary for staff to do further research and analysis. He continued that in some cases, staff will use the State inventories and provide analysis, but not much additional research will be required.

Chair Darcy moved to the next item on the agenda and solicited input from the Steering Committee about the Community Survey. Alison Harris stated that Questions 58 and 59 were duplicate and she provided other edits to the cover letter and survey.

Elizabeth Kohler suggested that the demographic questions be relocated from the beginning of the survey to the end.

Jacqueline asked to make sure it was clear that responses to the demographic questions were optional for respondents. Councilor Watkinson mentioned that there is a statement in the letter regarding skipping questions, but agreed it would be helpful to include a reminder on the survey document. Jacqueline also asked for clarification as to whether or not the survey was intended just for residents or if people who work in Brunswick would also have an opportunity to respond. Matt stated that the mailed paper survey would only go to Brunswick residents because the survey pool included only Brunswick addresses, but anyone, resident or not, would be able to respond to the digital survey. Jacqueline provided some additional edits that would clarify the issue. Alison and Elizabeth recommended that an option for “not applicable” be added to Question 5.

Catherine suggested that Question 48 be relocated to be with the demographic questions. She mentioned that the word “feelings” is used quite often in the survey and suggested that it be replaced with a word such as “opinions.” She suggested that a change be made to Question 49 because “recreational facilities” and “parks and open space” can have quite different meanings. She also recommended that Question 58 be reworded to better frame the question to try to get more information from the respondent. Multiple Steering Committee members agreed that questions pertaining to Brunswick Landing should try to get input that will help the Comprehensive Plan Update make recommendations to better integrate the Landing into the community. It was decided that there would be questions about Brunswick Landing pertaining to respondents’ knowledge of the Landing, how frequently they may visit it, and how they perceive its physical and urban design characteristics. Catherine asked the Steering Committee for their opinions on including questions regarding potential future Town facilities. Matt stated that it may be difficult and that he worried that including potential facilities that have yet to be thoroughly discussed by the Town Council may mislead respondents into thinking that there are concrete plans for potential projects.

Jacqueline suggested a question be added to the survey regarding vehicular traffic. Matt agreed to draft a question pertaining to how traffic has changed since the 2008 Plan. Elizabeth suggested an edit for Question 5 pertaining to working outside the home and asked the purpose of including the question. Matt responded that the question is helpful in identifying commuting patterns that ultimately may be helpful for planning public transportation and how people view their investment in time to be able to live in the Town.

Marcy McGuire suggested that the questions pertaining to bicyclist and pedestrian safety should be edited to ask about the perception of safety separately for the Rural and Growth areas as the type of biking and pedestrian activities varies greatly in each area. Matt stated

that he has already made those changes to the digital survey and he will update the paper survey accordingly.

Elizabeth suggested clarifying what the term “new Mainers” means in Question 54. Matt agreed that a change was necessary as he was informed by someone at the Launch Party that it is viewed by some as a negative term. Several suggestions were made to clarify the intent of the question. Elizabeth also suggested edits to the question pertaining to the American with Disabilities Act as respondents may not be too familiar with the technicalities of the Act, but would be able to respond to their perception of how easy or difficult it is for a person with a physical disability to move about the Town.

Jacqueline suggested that Questions 28 through 34 be edited as it groups trails and other human-centered recreation with habitat preservation when there is a notable difference and some people may feel there is sufficient trails, but not enough habitat preservation. Catherine pointed out that these questions were from the survey conducted in 2008 and one of staff’s goals was to maintain some of the same questions in order to be able to track changes in public opinion over time. Jacqueline suggested that a statement or question could be placed in front of those questions to address her concerns. Matt stated that he was having a hard time coming up with new language on the spot, but he would incorporate any changes if someone could assist in drafting the language. Jacqueline added that Question 48 should also recognize the difference between recreational opportunities and intact natural resources. Matt noted that he would make a change.

Catherine suggested adding “agriculture” or “agriculture and forestry” as an option for Question 49.

Chair Darcy suggested staff evaluate whether or not starting questions on a negative to positive spectrum is a best practice for a survey. Matt noted that he would consult with other staff members regarding any potential negative / positive bias as a result of the sequence of potential responses.

Matt encouraged Steering Committee members to email him if anyone had specific language they had in mind for any of their suggestions.

The Steering Committee proceeded on to discussing upcoming community workshops and events at the Morrell Meeting Room at Curtis Memorial Library in February. Matt stated that he has confirmed the availability of Craig Freshley from Good Group Decisions to facilitate two (2) community workshops in February. Prior to the community workshops, Craig has suggested that he meet with the Steering Committee to discuss their expectations for the workshops. Matt asked the Steering Committee if they would prefer to meet with Craig at their next regularly scheduled meeting or in a separate special meeting of a time, date, and place to be determined. He added that he scheduled two (2) separate workshops, one on a weeknight and the other on a weekend, in order to accommodate residents’ busy schedules. The same material will be covered at each workshop, but residents will have an option as to which workshop they would like to attend. Craig is temporarily holding Saturday, February 8, 2020 for the weekend event. Matt asked the Steering Committee for

feedback on that specific date and for a preferred time and location for February 8 as well as a preferred weeknight date. Matt suggested the Brunswick High School (BHS) cafeteria for one of the meetings based on previous positive input he has received about the quality of the acoustics, but requested input from the Steering Committee. The Steering Committee agreed that they preferred Wednesday, February 5 or Thursday, February 6 for the weeknight meeting and that the BHS cafeteria would be an acceptable location. The other location recommended by the Steering Committee was the Recreation Center at Brunswick Landing for the Saturday, February 8 workshop. It was agreed that the preferred hours for the weeknight were from 6:00 – 9:00 PM and 9:00 AM – 12:00 PM on the weekend. If the Recreation Center is unavailable on Saturday, February 8, backup locations include reusing the BHS cafeteria or St. John’s Community Center.

Catherine suggested that the workshops be recorded for TV3.

Fred suggested that staff check to make sure that there are no other conflicting events at BHS near the time of the workshop.

Matt then summarized the Steering Committee’s use of the Morrell Meeting Room in February 2020. Unfortunately, the Collaboratory was unavailable, but the Steering Committee will be able to place exhibits on the walls of the meeting room for the month and also host three (3) presentations on the evenings of February 5, 19, and 20 from 6:00 – 7:30 PM. Matt stated that he and Chair Darcy had a chance to briefly discuss potential topics and suggested an overview of Plan Brunswick, climate change, and housing for the three (3) different nights. The thinking behind the suggestions was that based on initial input from the public, climate change and housing are two (2) of their most important priorities.

Elizabeth asked for the overall goal of the presentations. Matt answered that there are multiple ways that these presentations can be organized. One is to identify an expert or interesting speaker to give a presentation followed by time for questions and answers and another option is to have a panel discussion that allows for a back and forth between the panel and guests. Alison suggested that the climate change presentation include Bowdoin College and other municipalities that have already prepared climate action plans. Councilor Watkinson suggested including local business owners that incorporate sustainable business practices. Jacqueline stated her concern that climate change is being lumped in with other environmental protection issues and it is not recognized as also being a land use issue. Focusing on climate change as an energy issue alone ignores the bigger picture that climate change issues our driven by land use decisions so that should be represented in the presentation. Catherine added that the Steering Commission should be cautious in stating there are clear specific priorities already as they may change as the update process continues.

Jacqueline asked for the data as to how many people attended the Launch Party and how many households will be mailed the survey. Matt responded that the survey will be mailed to 1,500 households and Laurel Margerum stated that approximately 500 people participated in the priority voting exhibit at the Launch Party. Chair Darcy stated that

based on the survey response deadline, there should be more public opinion data available prior to the community workshops.

In addition to the presentations, Matt mentioned the possibility of recruiting student volunteers that can be at the library at certain times to explain to people the exhibits on display in the meeting room.

Chair Darcy stated how pleased she was with the turnout and level of participation at the Launch Party on November 5. She asked Laurel to provide an update on the data gathered from the event. Referencing a handout, Laurel summarized that the topic priority “dot voting” results and comments from the idea board revealed that environmental protection issues were first, followed by bicycle and pedestrian issues, growth and character of development, and housing. A more detailed analysis of popular subtopics is included in the document. Laurel also identified the specific topics pertaining to land use issues. Jacqueline asked for the data and analysis to be posted to the website as soon as possible. Matt stated that he hoped to update the website by the end of the week. Several members of the Steering Committee expressed their pleasure at how many residents attended and actively participated in the event.

Chair Darcy opened the meeting for public comment. There was no public comment.

In regards to meeting summaries, Matt stated that moving forward he will include a “Draft 1” in the packet for members to review and provide comments to him and he will then make changes and provide a “Draft 2” document for the Steering Committee to vote. As such, there were no meeting summaries ready for a vote at the meeting.

Under other business, Alison announced that there would be a climate change rally Friday, December 6, at 12:00 PM at the Town Mall.

Councilor Watkinson asked for the next Steering Committee meeting date. Chair Darcy responded the next scheduled meeting is Tuesday, January 7, 2020 at 6:30 PM in the Town Hall Council Chambers.

Chair Darcy adjourned the meeting at 8:45 PM.