



TOWN OF MEDWAY
COMMONWEALTH OF MASSACHUSETTS
MASTER PLAN COMMITTEE

Medway Town Hall
155 Village Street - Medway, MA 02053
Phone (508) 533-3291 Fax (508) 321-4987
masterplancommittee@townofmedway.org

Monday, October 25, 2021 @ 6:30 p.m.
Meeting via Zoom

Members: Becky Atwood, Carey Bergeron, Jessica Chabot, Susan Dietrich, Ellen Hillery, Siri Krishna Khalsa, Tara Kripowicz, Denise Legee, Cassandra McKenzie, Sarah Raposa, Linda Reynolds, Debi Rossi, Faina Shapiro, Alex Siekierski, Jack Wolfe.

Members Absent with Notice: Eric Arbeene, John Foresto.

Master Plan Committee Staff: Susy Affleck-Childs, Planning and Economic Development Coordinator; Barbara Saint Andre, Director of Community and Economic Development; Jeanette Galliardt, Recording Secretary.

Others Present via Zoom: Consultant Jenn Goldson, JM Goldson, LLC

Call to Order

After some technical issues, Ms. Chabot called the meeting to order at 6:44 PM. Committee members identified themselves via roll call. This meeting was entirely via Zoom (remote access); therefore, all votes will be by roll call. At this time Ms. Chabot highlighted the importance of the Committee's November 22 meeting when revised DRAFT Vision Statement and Goals will be discussed.

Debrief October 3, 2021 Community Forum and Discuss Online Community Forum Engagement Opportunity

Ms. Goldson spoke briefly about the turnout at the October 3 Community Forum held at the High School, noting that attendance was lighter than expected. To facilitate access to information and increased participation from residents, an interactive online platform has been created to offer an additional opportunity for input. This link has been live since October 12 and will stay up until

Committee members and affiliated groups

Jessica Chabot, Planning & Economic Development Board – Chair
Cassandra McKenzie, Economic Development Committee – Vice Chair
Eric Arbeene, At-Large Member | Becky Atwood, Cultural Council | Carey Bergeron, Energy & Sustainability Committee
Susan Dietrich, School Committee | John Foresto, Select Board | Ellen Hillery, Finance Committee | Siri Krishna Khalsa, Council on Aging
Tara Kripowicz, Conservation Commission | Denise Legee, Open Space Committee | Sarah Raposa, At-Large Member | Linda Reynolds, Lions Club
Debi Rossi, Board of Parks Commissioners | Faina Shapiro, Medway Business Council | Alex Siekierski, Design Review Committee
Jack Wolfe, Affordable Housing Trust & Committee

November 2. The same information presented at the Open House was posted online where people can participate in that manner. Her staff will prepare two sets of results reflecting both the in-person results from the October 3 Forum and those captured online. Ms. Goldson noted that the Phase 2 timeline remains unchanged, and the next MP Committee meeting will take place on November 22. The participation summary will be available on November 9 so that MP committee members have an opportunity to review them in preparation for the full discussion on November 22. Brief discussion followed.

Review plan and schedule for the remainder of the fall

At this time, Ms. Goldson reviewed the remaining Phase 2 timeline. The November meeting will be the start of discussions toward revising goals and visions. She noted that the draft Phase 2 report will be distributed in December so that members have time to review before the January 10th joint meeting with the Select Board and the Planning and Economic Development Board to be held in the Presentation Room at the Middle School. That meeting will focus on Vision and Goals. The report will be revised after the January 10 meeting. She emphasized that the report is essentially a living document until it is declared done, at which time the committee begins making decisions. Brief discussion followed.

Committee Discussion

Referring to the October 3 Community Forum and the seemingly low attendance, Ms. Rossi theorized that the weather might have been a factor. Some families are also involved in numerous events around the community, and there may have been events occurring simultaneously. She emphasized that the committee should not assume “lack of interest”. Mr. Wolfe added that residents, especially older residents, may still have concerns around gatherings and COVID-19, leading people to stay home. Ms. Dietrich suggested that people may have already offered feedback and felt the Open House was redundant. Ms. Legee added people may be confused about the various steps of this process. Ms. Goldson reported that she has received comments that residents are very confident in municipal leadership implying trust in their decisions. Ms. Shapiro noted weekend sports events take up a lot of time during the fall months and suggested combining an event with a sports activity in the future. Discussion followed during which it was noted that a LIVE community engagement activity is planned during Phase 3; should that go forward or should it be modified in some way?

At this time Ms. Chabot thanked everyone for all their hard work on the Open House. She suggested revisiting the engagement activity results after the January joint meeting with possible modifications to areas that need additional enhancement or to do more pop-up or smaller events. Ms. Goldson noted that focus groups are planned for Phase 3, but could have more participants than the Phase 1 focus groups and operate more like mini-workshops. This component is still under construction and it will be submitted prior to the January meeting for review by the Master Plan leadership team. Brief discussion followed during which it was suggested to have a short survey as to why people opted not to attend the Open House; that information may be helpful in planning a similar event. It was noted that the Fall Town Meeting on November 15 provides another opportunity to share information with the community about the Master Plan project.

Referring to the aforementioned joint meeting planned for January 10th, Ms. Goldson pointed out that this may not necessarily be a meeting with active discussion, rather its purpose is to present information. The room layout will be tricky for what could potentially involve 27 participants. Ms. Chabot suggested that a microphone could be set up for those who wish to speak, similar to the process used at Town Meeting, as she would like to hear the comments instead of just receiving them in writing. Discussion followed.

Review of Meeting Minutes – September 27, 2021 Master Plan Committee meeting

The committee reviewed draft minutes from the September 27, 2021 meeting.

Ms. Raposa made a motion to approve the minutes of September 27, 2021 as amended; Ms. Dietrich seconded. No discussion. ROLL CALL VOTE: 15-0-0 (Atwood, aye; Bergeron, aye; Chabot, aye; Dietrich,

aye; Hillery, aye; Khalsa, aye; Kripowicz, aye; Legee, aye; McKenzie, aye; Raposa, aye; Reynolds, aye; Rossi, aye; Shapiro, aye; Siekierski, aye; Wolfe, aye.

Public Comments

Via Zoom chat, Mr. Jordan Warnick thanked the Committee for its hard work putting the Open House together, and especially for the raffle basket his wife won.

Review of Correspondence

The committee was in receipt of (1) a correspondence dated October 23, 2021 from Mr. Dennis Crowley, Select Board, with comments on goals and vision; (2) a correspondence dated September 29, 2021 from Ms. Saint Andre with technical comments on goals and vision; and (3) a correspondence dated October 13, 2021 from Ms. Saint Andre with general comments on goals and vision. (See attached).

Ms. Chabot encouraged members to review comments fully.

Member Comments and Questions

Discussion ensued on whether to change the name of the Committee and resulting Plan, explaining that the term “Comprehensive Plan” might be more appropriate instead of “Master Plan”. “Community Plan” was also suggested. Ms. Affleck-Childs theorized that changing the name would not negatively affect the overall planning initiative though it was suggested that doing so in the middle of the project may not be prudent. Ms. Goldson suggested that, if the Committee is interested in changing the name, to just do it now. A name change might provide an opportunity to bring attention to the project.

Mr. Wolfe made a motion to direct Ms. Chabot as Chair, and Ms. Affleck-Childs as the Planning and Economic Development Coordinator to approach the Planning and Economic Development Board relative to a name change to “Community Plan”. Ms. Goldson suggested that a specific name change go forward as a recommendation.

Ms. Rossi reviewed the definition of the Plan, noting that it is pretty specific. Ms. Shapiro noted there are different interpretations of the word “master”. Ms. Legee agreed with Ms. Rossi. Ms. Atwood proposed a recommendation of “Community Plan”. Ms. Kripowicz noted she supported a name change as people have different sensitivities to the current name. Ms. Hillery agreed with her, adding that “Community” just sounds better. Ms. Reynolds suggested that, if a name change is going to take place, it should happen now rather than waiting, adding she is in favor of “Community Plan” rather than “Comprehensive”. Ms. McKenzie noted she has no preference for any of them, but that Community Plan does denote the community, emphasizing that she takes no offense to the use of the “Master Plan” term. Mr. Siekierski stated that he writes proposals as well as Master Plans all the time at his job, adding that there has been a trend toward other names in the residential arena. Ms. Khalsa suggested that a name change now could be confusing especially to older residents.

The motion on the table is to recommend to the Planning and Economic Development Board that the name be changed to Community Plan. **Ms. Raposa seconded the motion at this time.**

ROLL CALL VOTE: 6-9-0 (Atwood, aye; Bergeron, nay; Chabot, aye; Dietrich, nay; Hillery, aye; Khalsa, nay; Kripowicz, aye; Legee, nay; McKenzie, nay; Raposa, aye; Reynolds, nay; Rossi, nay; Shapiro, nay; Siekierski, nay; Wolfe, aye. Motion failed.

The Committee and project name will remain Master Plan.

At this time, Mr. Wolfe expressed concern about demographics and spoke briefly about age groups and racial demographics. Medway is 91% Caucasian today but could be 50% Caucasian by 2032. There are towns where there is a greater integration of races. He suggested that the committee consider adding language into the plan that recognizes that demographics will change over time. Ms. Chabot responded that this particular discussion should not take place tonight but rather be handled in December.

Other business as may come before the Committee

None.

Adjourn

At 7:54 PM Ms. Rossi made a motion to adjourn; Ms. Dietrich seconded. No discussion. ROLL CALL VOTE: 15-0-0.

*Respectfully submitted,
Jeanette Galliardt
Recording Secretary*

*Reviewed and edited by,
Susan E. Affleck-Childs
Planning and Economic Development Coordinator*

Outreach for 10-3-21 Master Plan Community Forum

TOM Website – News Section

Choate Park Digital Board

DPW signs at either end of town

Dropped off flyers to library and senior center

Flyers hung up on bulletin boards in Town Clerk's Office, Town Manager's Office, Town Collector's Office, Library, Senior Center, The Willows, Starbucks, Shaw's, Muffin House.

Information was included in the Community Bulletin (distributed electronically every other Friday) through the schools to over 2,000 Medway families. <https://myemail.constantcontact.com/Community-Bulletin---September-24--2021.html?soid=1101651314931&aid=ZAHMa7-Vi5k>

Facebook posts

October 3 – Shared a photo of what is going on at the event and encouraged folks to come down. (2,291 people reached)

October 3 – Another promo on gift certificates from local businesses. (1,638 people reached)

October 2 – Another reason to join us on Sunday – prizes post. (1,791 people reached)

October 1 – Tagged all local businesses that donated prizes (1,1510 people reached)

September 28 – Shared Jessica Chabot's radio interview with Ray Auger on Myfm101.3

September 22 – Announcement about adding Cousins Lobster truck to the event and Millis Berfield Band (1,225 people reached)

September 15 – community forum announcement (698 people reached)

September 8 - community forum announcement (716 people reached)

September 1 - community forum announcement (689 people reached)

August 25 - community forum announcement (958 people reached)

Facebook Event:

September 2 – Created Community forum as an Event (664 people reached)

Twitter posts:

October 3 – shared a picture of what is going on at the event and encouraged folks to come down.

October 3 – gift certificates from local businesses.

October 2 – Another reason to join us on Sunday – prizes post.

October 1 – Tagged all local businesses that donated prizes.

September 28 – Shared Jessica Chabot's radio interview with Ray Auger on Myfm101.3

September 28 – community forum announcement

September 22 – Announcement about adding Cousins Lobster truck to the event and Millis Berfield Band (1,225 people reached)

September 15 – community forum announcement

September 8 - community forum announcement

September 1 - community forum announcement

August 25 - community forum announcement

Instagram posts:

October 3 – shared a picture of what is going on at the event and encouraged folks to come down.

October 3 – gift certificates from local businesses.

October 2 – Another reason to join us on Sunday – prizes post.

October 1 – Tagged all local businesses that donated prizes.

September 28 – community forum announcement
September 22 – Announcement about adding Cousins Lobster truck to the event and Millis Berfield Band (1,225 people reached)
September 15 – community forum announcement
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September 1 - community forum announcement
August 25 - community forum announcement

Schools: Fb, Twitter & Instagram

September 30 (254 people reached)
September 23 (244 people reached)
September 16 (196 people reached)
September 9 (189 people reached)
September 2 (214 people reached)
August 26 (291 people reached)
August 19 (284 people reached)

Other

Posts were also shared on Medway Parks and Recreation's Fb and Instagram accounts and Police and Fire, DPW and COA accounts sporadically.

Information was sent to the Millis/Medway newspapers as well as the Milford Daily News and the Country Gazette.

Email to Medway Public School families was also sent out via School Messenger

Insert included in water bill at the end of August

Emails to attendees from the May MP Community Forum
Emails to MP Committee members to share with family, friends and neighbors
Email to Medway Business Council to share with their members
Email to Medway Cultural Council to post to Facebook
Emails to local clergy to inform their parishioners
Emails to town Republican and Democratic Committees to post
Posts to Friends of Medway Facebook
Posted to Library web site
Submitted info to Medway Cable Bulletin Board

Susan Affleck-Childs

From: Barbara Saint Andre
Sent: Monday, October 25, 2021 8:07 AM
To: Susan Affleck-Childs; 'Jessica Chabot'
Cc: Jennifer Goldson
Subject: FW: Draft Vision and Goals for Medway Master Plan

Mr. Crowley has asked that his comments on the draft vision and goals be shared with the Master Plan Committee.

Barbara J. Saint Andre
Director, Community and Economic Development
Town of Medway
155 Village Street
Medway, MA 02053
(508) 321-4918

From: dennis crowley [mailto:denniscrowley@gmail.com]
Sent: Saturday, October 23, 2021 9:16 AM
To: Barbara Saint Andre <bsaintandre@townofmedway.org>
Subject: Fwd: Draft Vision and Goals for Medway Master Plan

Hi Barbara from sunny Hilton Head.

Attached you will see an email I sent Jessica a few days ago concerning my concerns about mentioning financial stability in the master plan.

I have not had a response to date.

I read your response to the Master Plan and it was right on !!!

I would appreciate if you would make the committee aware of my concerns and see if they would consider a section or at least comments on keeping the town on the right track from a financial point of view.

Thanks.

Dennis

----- Forwarded message -----

From: dennis crowley <denniscrowley@gmail.com>
Date: Thu, Oct 21, 2021 at 10:56 AM
Subject: Re: Draft Vision and Goals for Medway Master Plan
To: Jessica Chabot <jesswchabot@gmail.com>

Hi Jessica:

A few comments on Master Plan.
Thanks for sending this out.

Slide 2

Bullet number 1..... Where did the 165,000 gallons per day come from? That equates to 500,000 gallons per month. Currently town wide we use about 850,000 per month.

Currently we are negotiating with Franklin to purchase 300,00 per month. If the number indicated of 165,000 per day (500,000 a month) would tell us we should be purchasing 500,000 not 300,000. We firmly believe 300,000 is the proper number.

General comment: I do not disagree with 95% of the draft keeping in mind that most of the items have a cost factor involved. I would suggest that a topic be given to the financial stability of the town. 10 years ago we were still paying off the deficit financing loan from the state. The master plan should stress keeping the town financially solvent with proper reserves, and continuing our AAA rating.

As you can tell writing is not my strong suit but I'm sure, if the committee agrees, that we should comment on financial stability in some form.

Thanks for all your help.

Dennis

On Mon, Oct 18, 2021 at 12:32 PM Jessica Chabot <jesswchabot@gmail.com> wrote:

Good Morning,

Attached is the draft vision on goals for the Master Plan. This draft is based on the community and town feedback we received over the summer and was written by the consultants. We are specifically looking for your feedback and thoughts on the attachment before Nov. 12th. Please email your thoughts to Susy and myself as soon as you get a chance. Any and all feedback is greatly appreciated.

Thank you,

Jessica Chabot
Medway Master Plan Committee Chair

Susan Affleck-Childs

From: Barbara Saint Andre
Sent: Monday, October 25, 2021 8:18 AM
To: 'Jessica Chabot'
Cc: Susan Affleck-Childs; Jennifer Goldson
Subject: FW: MP Goals and Visions

Here are my “technical” comments that I sent to Jenn in September, for the Committee’s consideration.

Barbara J. Saint Andre
Director, Community and Economic Development
Town of Medway
155 Village Street
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From: Barbara Saint Andre
Sent: Wednesday, September 29, 2021 10:48 AM
To: Jennifer Goldson <jennifer@jmgoldson.com>; Jamie Shalvey <jamie@jmgoldson.com>
Cc: Susan Affleck-Childs <sachilds@townofmedway.org>
Subject: MP Goals and Visions

Hi, Jenn and Jamie, thanks for pulling this together, great job. I have a few comments on the draft goals and visions:

1. Page 1: Does the phrase “strong, modernized public schools and facilities including high quality athletic fields” mean “strong, modernized public schools and school facilities”, or does it mean “strong, modernized public schools and other public facilities”? I hope it is intended as the latter, I suggest clarifying.
2. Page 3, Goal 2: This goal is not clear to me in its reference to “permanently protect tree canopy and at least 30% of open space land prioritized for:” I am unclear on what protecting at least 30% of open space means; does it mean protect 30% of current protected open space for the three purposes listed? Or protect 30% of all open space in town (how would we determine this?)
3. Page 4: “Residents of Medway, regardless of income, age, identity and ability....” I think the phrase “regardless of” is somewhat negative, I would prefer:

“Medway residents of all incomes, ages, identities and abilities...” (I realize this is a bit of a fine point.)
4. Page 5: Can Medway Village be included in the vision of new commercial and residential development areas?
5. Page 5: I presume the reference to “storage facilities” means bicycle storage facilities?

Thanks for considering these.

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Susan Affleck-Childs

From: Barbara Saint Andre
Sent: Wednesday, October 13, 2021 12:12 PM
To: Jennifer Goldson
Cc: Jessica Chabot; Susan Affleck-Childs
Subject: Draft vision and goals

Jenn, here are my substantive comments on the draft vision and goals, which I submit for the consideration of the Master Plan Committee:

Overall comments:

A. There are a lot of positives in the visions and goals that capture the input from town residents and staff, and address the existing conditions and future needs. In some places, however, the vision and goals seem a bit out of balance to me. There are a lot of important concepts packed into the first two visions; for example, Responsible and Sustainable Growth includes water supply quality, wastewater capacity, housing, Route 109 redevelopment, Oak Grove development, and other concepts. By contrast, the third vision, "caring close knit community", has goals that are related to well-defined areas of culture and schools; and the mobility vision, has much more detailed goals than the other visions. Thus, it seems to me that some important goals, such as housing and town infrastructure, are relegated to one goal under a broad vision statement, while other issues are delved into in more detail. For example, there is one sentence for water infrastructure, and one sentence for sewer infrastructure, with only a broad goal stated for each; but the mobility vision includes a lot of detail such as shuttle services and which intersections should have calming measures, more suitable perhaps for phase 3 strategies. In comparing the four visions with the five bullets on page one (overarching vision), can the four main categories or visions be more closely aligned with the most important goals?

For example, rename vision number 2 "Conservation and Resiliency", and vision four as "Stewardship". Vision four would include the vision and goals for stewardship of town facilities and infrastructure in a comprehensive fashion, including mobility. Goal number 5 under conservation and resiliency would be deleted, and those items (DPW, public safety facilities, etc.) would be addressed under Vision four. Goal five under Conservation and Resiliency could be re-drafted to address maintenance and preservation of town open space, parks, trails, and conservation land.

B. I have read the opening statement a number of times, and each time it causes me to pause.

"In 2032, Medway continues to be a family-oriented small town with active locally owned small farms, cows grazing along Route 109, a deep and celebrated history from Native American roots through to the 21st Century, and many families that are proud to include multiple generations of Medway residents."

It is difficult to explain in an email why this statement seems somewhat out of place; it does not seem fully connected to either the existing conditions report or the goals and vision, so I suggest something like this:

"In 2032, Medway continues to be a family-oriented small town with active locally owned small farms and a thriving town center, that provides a welcoming atmosphere for all, protects the natural environment through town initiatives, and provides outstanding public facilities for the benefit of all residents."

Doesn't have to be this exactly, but something more connected to the rest of the document that ties it together.

On the same page, in the first bullet, I think it reads better as a more cohesive thought as: "Is a friendly, inclusive, close-knit community..."

As mentioned previously in my technical comments to Jenn, I think the fourth bullet needs to be clarified.

1. Responsible and sustainable growth

Third paragraph, first line seems to be missing a word, “in addition to new residential development”.

In the first paragraph, can we also mention “pocket” centers along Village Street (the area around the police station and the traditional Medway Village in the area around town hall), rather than just emphasizing Route 109. The small mixed-use centers along Village Street can support important neighborhood centers, with a different feel than the development along Route 109.

Under Goals, in addition to water supply and wastewater, include a more general statement to maintain and improve town infrastructure, including roads, sidewalks, and public buildings. I realize public buildings are mentioned in the next section, and there is discussion of roads and sidewalks in another section, but those seem to focus on accessibility. Ideally, an overall goal of stewardship of town facilities, as I note elsewhere, is worthy of a separate Vision with goals.

2. Conservation, resiliency and stewardship.

Goal number 5 encompasses a lot, and including town hall, DPW, etc. does not seem supported by the other goals and visions of conservation and resiliency, just seems a bit thrown in at the end. The balance of this section is related to natural resources; maybe stewardship of town facilities needs to be a separate vision, as noted in my other comments.

3. Caring close-knit community

There should be a goal related to housing in this section; I know it is mentioned under Sustainable Growth, but I think it should be included here.

Bullet four on the first page has some specific visions related to a community center, as well as the library, senior center and maker space, but the goal here, number 3 is less specific.

4. Safe, green and connected mobility options

As noted above, I think this vision should be overall stewardship of town facilities and infrastructure. There are a number of important issues, such as the need for new police and fire stations, that I do not believe are not adequately addressed, and housing is not addressed in any detail. This very detailed section on mobility seems a bit disproportionate with some of the goals; it seems more like a phase 3 list of strategies. It seems that parts of it could be integrated into Visions 1, 2 and 3, and re-work Vision 4 to include not just mobility and transportation, but other town infrastructure that is not addressed in any detail elsewhere. Town infrastructure is called out on page one bullets 4 and 5, and should be addressed in a comprehensive manner as Vision 4, rather than scattered throughout the goals.

Thank you for your consideration. I realize it is somewhat difficult to encapsulate these comments in written form, so if you have any questions, do not hesitate to contact me.

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