

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

Tuesday, April 5, 2022 @ 6:30 p.m. Remote Meeting via Zoom Master Plan Community Forum

Master Plan Committee (MPC) Members Present: Becky Atwood, Jessica Chabot, Susan Dietrich, John Foresto, Siri Krishna Khalsa, Tara Kripowicz, Denise Legee, Sarah Raposa, Linda Reynolds, Debi Rossi, Kristen Salera, and Jack Wolfe.

Members Absent with Notice: Eric Arbeene; Carey Bergeron, Ellen Hillery, Cassandra McKenzie.

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

Others Present: Consultant Jenn Goldson, Managing Director, JM Goldson, LLC.; Delaney Almond, JM Goldson, LLC.

Call to Order and Roll Call of Master Plan Committee Members

At 6:32 PM Ms. Chabot called the meeting to order and conducted a roll call of Master Plan Committee members present with the following eleven members present: Rebecca Atwood, Jess Chabot, Susan Dietrich, John Foresto, Siri Krishna Khalsa, Tara Kripowicz, Denise Legee, Sarah Raposa, Debi Rossi, Kristen Salera and Jack Wolfe. Ms. Linda Reynolds joined the meeting after roll call was taken. This meeting was held entirely via Zoom (remote access); therefore, any votes taken will be by roll call in accordance with the Town's Remote Participation policy.

At this time, Ms. Chabot Introduced consultant, Jenn Goldson, of JM Goldson, LLC who noted that this is the third community forum held by the Master Plan Committee. Ms. Delaney Almond, staff member at JM Goldson, LLC introduced herself. Ms. Goldson reported that Ms. Almond is the person who creates all the maps. Tonight's participants were invited to pose questions in the Chat during discussion or if later, send them directly to Ms. Almond who provided her email address.

Committee members and affiliated groups

Meeting Protocol

Everyone remained muted unless they wished to speak. The Chat function was used to disseminate information, respond to questions or submit new comments/questions. Chat comments will be attached to these minutes.

Master Plan Community Forum – Achieving Tomorrow

The Committee received selected PowerPoint slides. See Attached.

Utilizing presentations slides, Ms. Goldson explained what a Master Plan is, specifically, a policy document that contains long-range and visionary components which is primarily focused on a community's physical well-being for a time period of approximately ten years. Next she reviewed the planning process that the Committee has employed in looking at the past, present, and what we want for the future. Achieving Medway Tomorrow is the phase that will continue through the spring. The last phase will go into the fall. Ms. Goldson concluded this segment by reviewing the 4 phases.

In order to participate in tonight's forum, registered participants were given a link, either via the web or text via mobile phone, by which they can vote. The link was posted in the Chat for those who did not have it previously. For those who decided not to vote by either of these methods, they could email their thoughts directly to Ms. Almond.

The questions began with one identifying whether one was a Medway resident, defining their living space as rent vs. own vs. other, and their age.

Ms. Goldson returned to the PowerPoint to further review efforts completed by the Committee in the various phases. She explained that the project was designed to engage the community to gather ideas and feedback on existing issues or thoughts for the future. Noteworthy comments previously submitted were reviewed. She referred participants to the website where all results and additional information has been posted. At this time, all participants had previously participated in other meetings/surveys' activities for the Master Plan Committee.

Continuing with her presentation, Ms. Goldson reviewed the overall vision with associated core themes. This document is on the website. She also reviewed the Phase II Draft Vision and Goals along with proposed Strategies. Ms. Goldson theorized that often the Vision is revisited as thoughts and ideas evolve as the phases are completed. Once the strategy process has been completed, other ideas pop up. Strategies involve making choices or tradeoffs, deliberately choosing something different from what is there now. It involves ideas on how to achieve the vision, and whether the strategy is doable and realistic.

Tonight's discussion was to talk about how residents can weigh in on this process via the interactive website being launched tonight. Ms. Goldson briefly explained that there are 37 questions which are followed by demographic questions. If there are segments of the population that have not been represented, additional approaches will be explored.

Ms. Goldson described the format of each item – describe the nature of a question, define the goal it may be related to, explain the strategy idea, summarize comments from the corresponding focus group, provide links to other resources, a question designed to elicit a priority rating, and then an open comment area to explain one's thought on the rating.

At this time, Ms. Goldson highlighted the criteria one should utilize when answering questions as related to the rating and determine how much something should be a priority. Then the group went through several questions and the software recorded their responses. Question: What criteria is the most important when rating the strategy ideas? The overall response to this question was:

- > Does it benefit the most people?
- ➤ Is it meaningful?
- ➤ Is it financially feasible?
- Will it keep residents in town?
- Does it maintain the small town feel?

<u>Walking through Examples</u>: Ms. Goldson reviewed a draft goal, explaining the module topic tabs across the top of the page. She noted that each strategy has a unique label and is not necessarily in alpha or numerical order.

<u>EXAMPLE: N. Strategic Acquisition</u>. This slide featured a narrative explaining what the strategy involves, followed by focus group's comments or a summary of those comments. <u>Question: To what level is Strategic Acquisition and conservation of open space a priority to the group?</u> The resulting responses from forum participants were 47% for high, 35% medium high, 10% medium, 10% medium low. Question: Why did you choose that rating?

- In favor of open space to be protected
- Preserve historic and farming town feel
- > Trail network
- > Don't need more acquisition but maintain conservation
- Manage what we have before acquiring more
- Preserve wildlife and environment

EXAMPLE: Business Potential. Ms. Goldson reviewed another example which involved support of farmers and agrientrepreneurs through zoning provisions and other initiatives. This included Farm to Fork ventures, breweries, wedding venues, live music, etc. Voting results were 21% medium, 43% medium high, 25% high. Why?

- > Offers something that other communities do not
- Promotes a specific type of growth
- Promotes local business
- Supports locally grown food

At this time, Ms. Goldson reiterated that the website is active through the end of April, and encouraged everyone to spread the word to increase the number of people participating. Lastly, she reviewed the types of engagement coming up in April including a meeting with municipal department heads with a presentation of compiled ideas to a joint meeting of the Master Plan Committee with the Planning and Economic Development Board and Select Board in late May or early June.

Discussion followed on how to publicize the website to get more feedback which would include connecting with boards and commissions, social media, and a list of other groups including flyers distributed at various events and groups such as the Clean Sweep initiative, local sports games, Bunny Pictures, etc. as well as communicating with everyone who has submitted an email address during this process.

Discussion concluded at 7:40 PM.

Other business as may come before the Committee

Ms. Chabot noted that committee members should have received the PowerPoint slides and modules earlier today for presentation at "Road Shows" this month. Members were instructed to fully familiarize themselves with the website, then select one or two modules to take to their respective board or committee, and encourage that board or committee to go through the website on their own. As members prepare their own presentations, they should contact Ms. Goldson and her staff if they have any questions.

Ms. Affleck-Childs thanked everyone for reporting the date at which this presentation may be made to boards and commissions.

Adjourn

At 7:43 PM Ms. Dietrich made a motion to adjourn; Ms. Raposa seconded. No discussion. ROLL CALL VOTE: 11-0-0 (Atwood, aye; Chabot, aye; Dietrich, aye; Foresto, aye; Khalsa, aye; Kripowicz, aye; Legee, aye; Raposa, aye; Rossi, aye; Salera, aye; Wolfe, aye).

Respectfully submitted, Jeanette Galliardt Recording Secretary MPOWERING PEOPLE.
REATING COMMUNITY.

PHASE III COMMUNITY FORUM MEDWAY MASTER PLAN

Strategies - How To Achieve Your Vision and Goals

4/5/22

INTERACTIVE PRESENTATION BY JENN GOLDSON, AICP

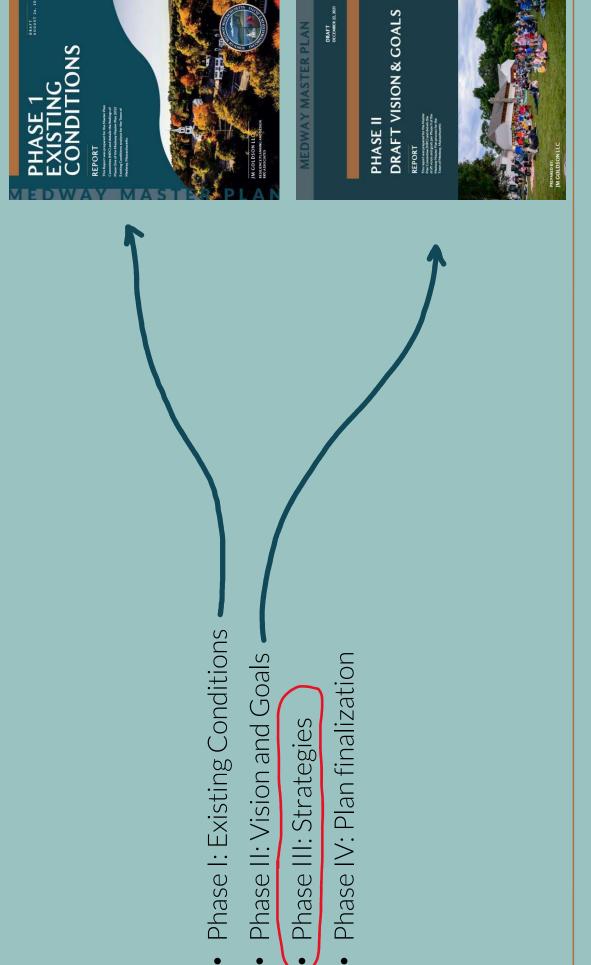
WHAT IS A MASTER PLAN?

- A way to respond to change over time
- Long-range and visionary (typically 10 years)
- A policy document to help local decision-makers primarily focused on a community's physical evolution
- Systems-oriented



THE PLANNING PROCESS

4. 〒 ダ April-September 3: Achieving Medway Tomorrow yeM-nel 2: Medway Tomorrow pad-γlut 2021 1: Medway Yesterday & Today March-June

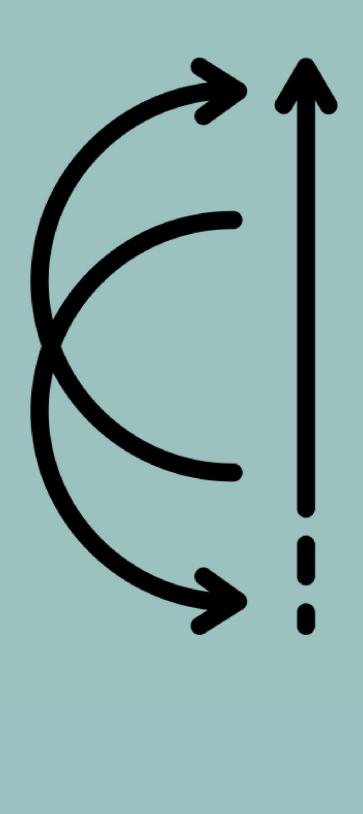


DELIVERABLES FOR EACH PHASE

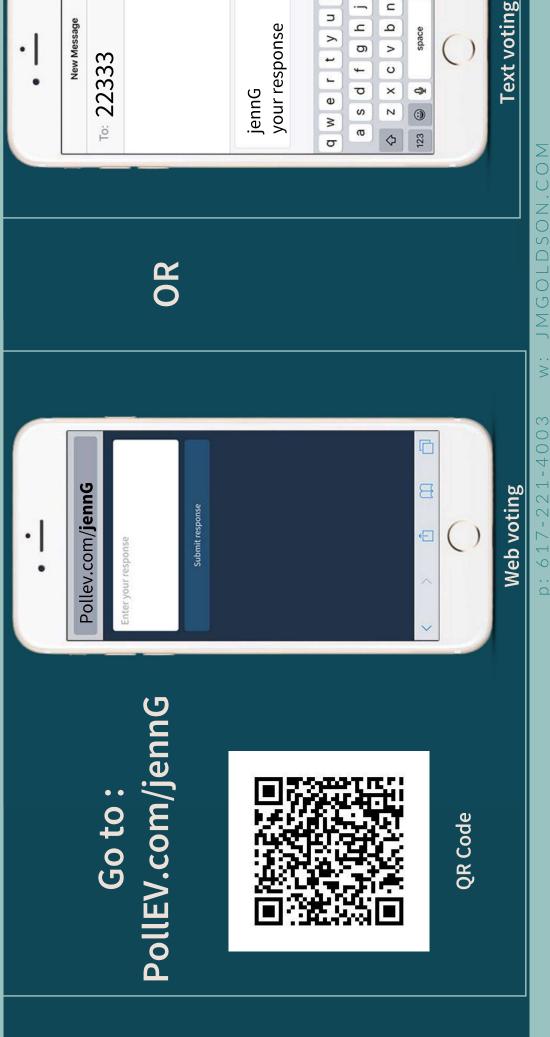
ITERATIVE PROCESS

Remember – this process is iterative.

As we settle on strategies in Phase III that are feasible, we may want to go back to the drai goals to make more refinements so that they align with the strategies.



Ready to participate?



 \subseteq

p: 617-221-4003

Are you a

Medway resident

Employed in Medway

Town of Medway employee

Medway business owner

Represent an local/regional organization or service provider

Serve as a town official on board/commission/committee

Other

If you are a Medway resident, are you currer

Renting your home

Owning your home

Living with family or friends

Unhoused

Other

What is your age?

17 years old or under

18-34 years 35-44 45-54

55-64

65-74

75 years or over

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COMMUNITY ENGAGEMENT RESULTEI A DRAFT VISION AND DRAFT GOALS

p: 617-221-4003

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ENGAGEMENT POINTS SO FAR

- $1. \, \text{Spring 2021 Focus Groups } \& \\ \text{Interviews} \\$
- Town officials
- Department Managers
- Key stakeholders
- 2. Spring 2021 Community Forum 1
- 3. Summer Engagement
- Community Survey
- Various Meetings held by MPC members and others
- Online ideas map
- Master Plan Pop-up table at community events

There were over 1,200 points of participation where Medwa engaged in this plan during Phases I and II to give their input direction of the vision and goals.

- 5. Fall 2021 Community Forum 2
- In-Person Open House
- Online Forum
- 6. Winter 2022 Focus Groups
- One for each of the four core vision themes
- 7. Spring 2022 Community Forum 3
- Tonight!

What is ONE ADJECTIVE that describes a quality that you

love about Medway?

participation patriotic small-business farms verdant education participation patriotic small-business farms verdant education transparency appeal welcoming residential slow-paced trees village self-governed welcoming friendly go agriculture go ag

SOME OF YOUR RESPONSES FROM COMMUNITY FORUM

⊕ When poll is active, respond at PollEv.com/jenng
 ≅ Text JENNG to 22333 once to join

What mark do you hope your generation will le

- " clean water "
- " Economic Stability "
- " A clean green space "
- " protected green space "

- : Connectivity and Mobility lack of sidewalks
- : Preserving Natural Resources
- : Housing Affordability and Community Growth
- Downtown and Economic Opportunities the lack of an active downtown
- Community Culture supportive community & increasing diversity and welcoming new people
- Arts and Cultural Opportunities including for older children
 - Supporting Aging/Disabled Residents and Children

SOME OF YOUR RESPONSES FROM SUMMER 2021 ENGAGEMENT





4: Pop-up at the Farme

p: 617-221-4003

meetings/surveys/activities for the Master P Have you participated in any other

A Yes

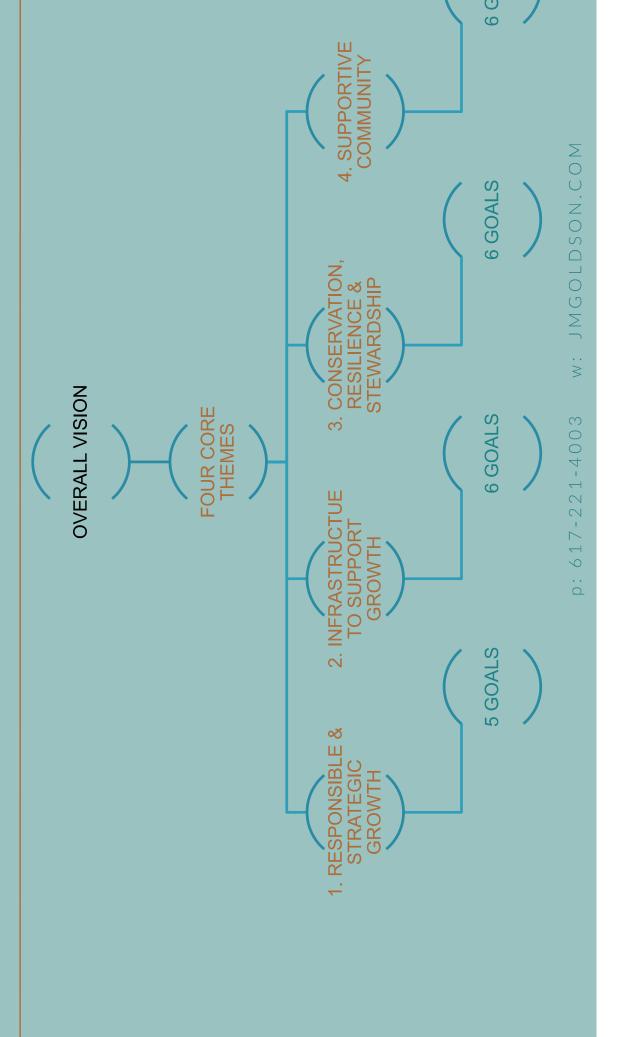
B No

C I'm not sure/don't remember

None of the above

Start the presentation to see live content. For screen share software, share the entire screen. Get help at pollev.com/app

DRAFT VISION & GOALS ORANIZATION



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



Medway...

Is well-run with professional, transparent, and fiscally responsible leadership that excel delivering public services as well as maintaining and expanding infrastructure and asse eye to the future



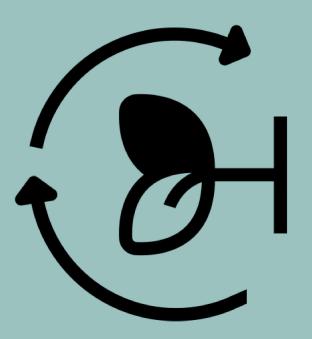
Medway...

Is a peaceful, friendly, inclusive community whose residents take care of each other ar and embrace new residents of all ages, identities, and backgrounds



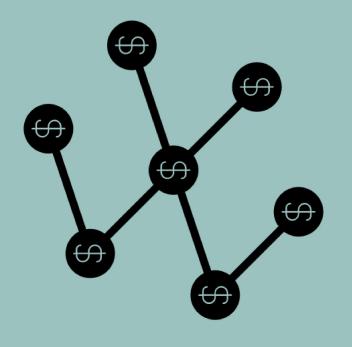
Medway...

Protects natural resources to support clean and plentiful drinking water, local food pro agricultural heritage, scenic beauty, passive recreation, and promote carbon absorptior



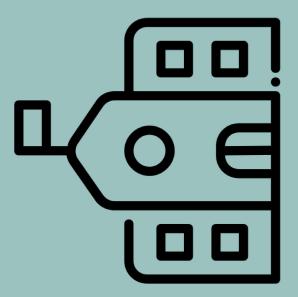
Medway...

Supports vibrant commercial areas and strategic, responsible residential, business, and growth to promote local jobs and enhance local economic vitality

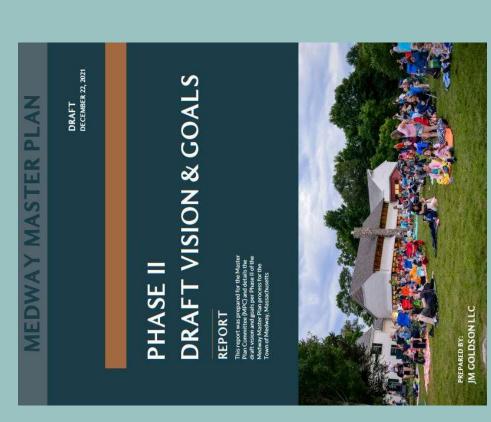


Medway...

Provides strong, modernized, and high-quality public schools and facilities, including ar interconnected trail system, a well-resourced senior center, community center for all a



FULL DRAFT VISION & GOALS REPORT



https://bit.ly/medwayvision





PHASE III: STRATEGIES

"There is no power for change greater than a community discovering what it cares about."

- Margaret J. Wheatley, American Writer

Strategy is about making choices, tradeoffs; it's about deliberately choosing to be diffe [than you are now]." – Michael Porter, Professor and World's Best Management Think

- A strategy is a deliberate choice about how to achieve your vision and goals.
- It will involve tradeoffs based on priorities.
- Ultimately, a strategy is specific, measurable, actionable, realistic, and time based.

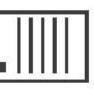
WHAT IS A STRATEGY?

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WHAT TO EXPECT IN PHASE III: IDENTIFYING STRATEGIES

Strategy Type Key











W: JMGOLDSON.COM

DESIGNED AN INTERACTIVE WEBSITE

- 1. Background
- 2. Town Center/Rt. 109
- 3. Non-residential tax base
- 4. Housing & affordability
- 5. Multimodal connectivity
- 6. New municipal facilities
- 7. Open space
- 3. Recreation
- Historic resources
- 10. Renewable energy
- 11. Sustainability
- 2. Inclusivity
- 13. All strategy approaches
- 14. Demographic questions

Medway Master Plan

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> Online Community Engagement to Get Your Feedback on Some Key Strategy Approaches for Medway, MA

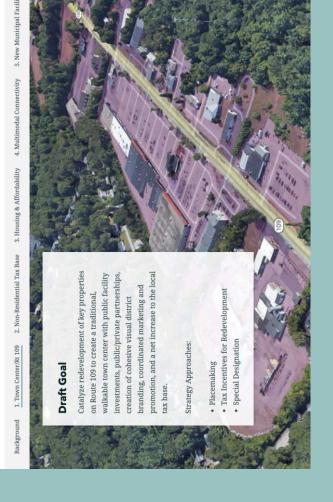
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Bishop W Professor and W

JM Goldson LLO March 18, 2022

EACH SECTION

- Draft goal(s) the strategies are related to
- Explanation of the strategy idea
- Summary of the focus group comments on the idea
- Links to other resources
- A question asking you to rate the idea (from I love this idea to I really don't like this)
- Comments box to explain your thoughts



HOW SHOULD YOU RATE THE IDEAS

Criteria you use will depend on your values

- Greatest positive impact to the most people
- Biggest bang for the buck
- Effect on residential property taxes
- Promote diversity, equity, and inclusion
- Promote sustainability and resilience

What other ideas do you have for how to determine the plan's priority s

What criteria is most important to you when rat

strategy ideas?

Start the presentation to see live content. For screen share software, share the entire screen. Get help at pollev.com/app

LET'S WALK THROUGH ONE EXAMPLE

8. F Open Sp 7. Recreation 6. Open Space 5. New Municipal Facilities 4. Multimodal Connectivity 3. Housing & Affordability 2. Non-Residential Tax Base Permanently protect Medway's tree canopy species and their habitats, and for passive term persistence of rare and other native biodiversity conservation to ensure longremove carbon from the atmosphere, for prioritized for carbon sequestration to and at least 30% of open space land Strategic Acquisition Tree Canopy Bylaws Strategy Approaches: Edible Food Forest recreation and trails. 1. Town Center/Rt 109 Dam Removal **Draft Goal** • Zoning Background

BACKGROUND

1. Town Center/Rt 109 Background

2. Non-Residential Tax Base

3. Housing & Affordability

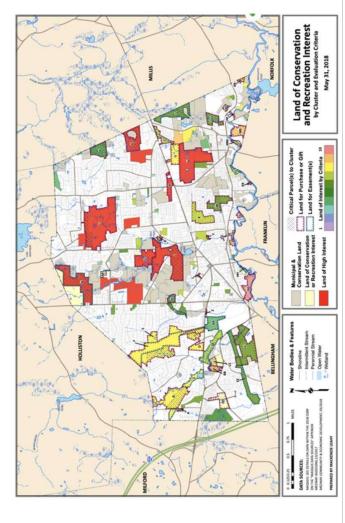
4. Multimodal Connectivity

5. New Municipal Facilities

7. Recreation

6. Open Space

owned open space and agricultural properties as lands of interest for protection. The map land of interest in yellow. Many of the strategies proposed in this category align with the below is from the 2020 OSRP and shows land of high interest for protection in red and The 2020 Medway Open Space and Recreation Plan (OSRP) identifies several privatelypriorities shown in this map.



W: JMGOLDSON.COM 617-221-4003

FIRST STRATEGY IDEA IN OPEN SPACE

1. Town Center/Rt 109 Background

2. Non-Residential Tax Base

3. Housing & Affordability 4. Multimodal Connectivity

8. Histo

7. Recreation

6. Open Space

5. New Municipal Facilities

We need your opinion about these strategy ideas:

N. Strategic Acquisition. Strategically acquire and conserve space connections, wildlife corridors, and natural resources unprotected open space in Town to protect important open through fee acquisition or deed restrictions Prioritize the protection of properties identified for protection in the 2020 Open Space and the OSRP lists 1,748 acres of privately-owned land that are of interest for protection (OSRP core theme is to protect a minimum of 30 percent of total land area, which would require a total of 2,240 acres (or an additional 1,702 acres protected over the next 10 years). Note protected open space land (Source: OSRP p. 43). Relative to neighboring towns, Medway Recreation Plan. Per the 2020 OSRP, only 7.2 percent of land in Medway is permanently has the lowest amount of protected recreational and open space land. The goal per this

To achieve this goal, seek public and private funding to help leverage town investment in purposes and to preserve rural features in the town, but for the overall sustainability of open space protection. The protection of open space is not only good for recreation the land, including carbon sequestration, the protection of natural habitat, and

LEARN WHAT THE FOCUS GROUPS THO

Read about what was said in the focus group about this topic...

strategy could be stated more broadly so it's not as targeted to specific areas and expressed All participants were in strong support of this idea. Some participants suggested that the concern that implementation could be an issue.

To what level is strategic acquisition and conserv open space a priority to you?

Low Priority — 1

7

Medium Priority — 3

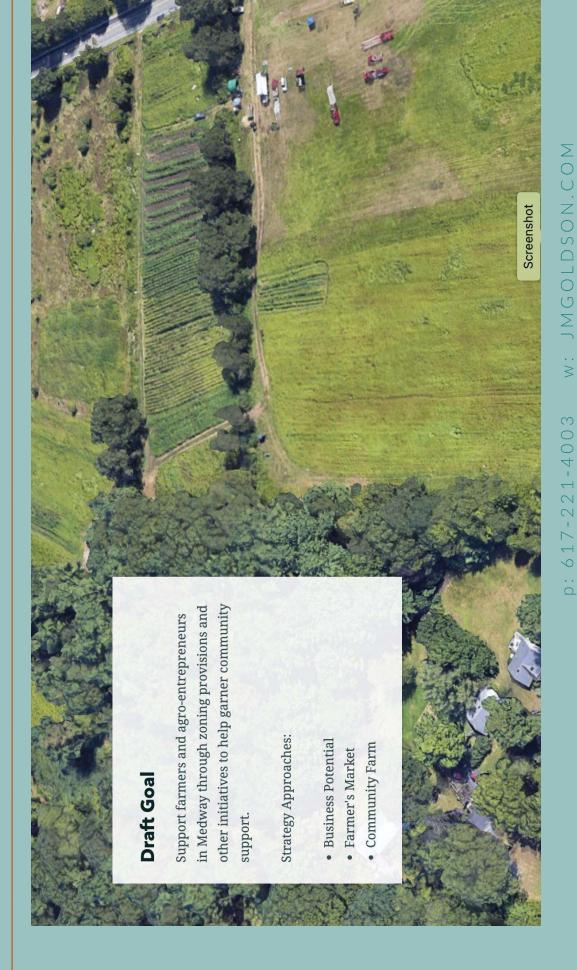
7

High Priority — 5

I don't know/no opinion (yet)

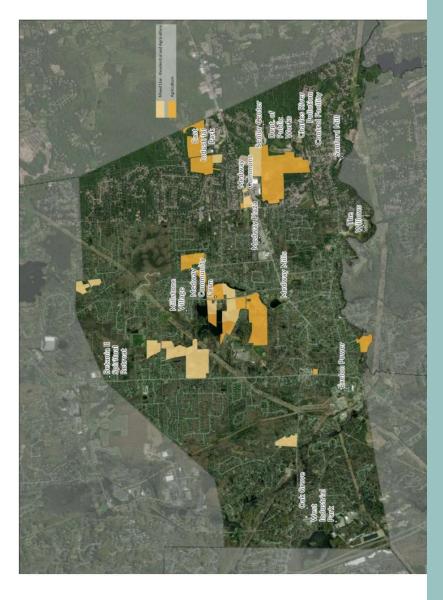
Why? Explain your rating for strategic open s acquisition/conservation

LET'S WALK THROUGH ANOTHER EXAN



BACKGROUND

Currently, Medway has over 300 acres of agricultural land, and over 185 acres of land that is zoned as mixed use with both residential and agricultural uses. The following map shows where these uses are in Town.



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FIRST STRATEGY IDEA IN FARMING

We need your opinion about these strategy ideas:

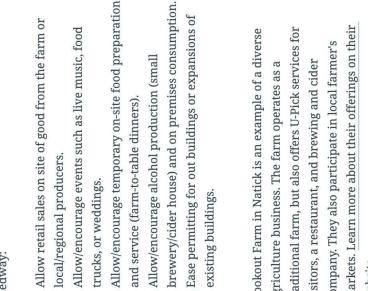
Y. Business Potential. Create initiatives and collaborations to potential, such as farm-to-table initiatives, and review zoning provisions for areas with active farms to allow such business uses and programs to support the financial stability of local promote agri-entrepreneurs to unlock untapped business

Here are some ideas of how to assist farms in Medway:

- 1. Allow retail sales on site of good from the farm or local/regional producers.
- 2. Allow/encourage events such as live music, food trucks, or weddings.
- 3. Allow/encourage temporary on-site food preparation
- 4. Allow/encourage alcohol production (small
- 5. Ease permitting for out buildings or expansions of



markets. Learn more about their offerings on their traditional farm, but also offers U-Pick services for Lookout Farm in Natick is an example of a diverse company. They also participate in local farmer's visitors, a restaurant, and brewing and cider agriculture business. The farm operates as a



Shady Oaks Farm. Source

LEARN WHAT THE FOCUS GROUPS THO

Read about what was said in the focus group about this topic...



Lookout Farm. Source: Lookout Fa

Participants supported this strategy, although several

groups noted that there wasn't strong support as

several ideas, including one for a rentable stall in a big common area that farmers could use compared with other strategies because it doesn't seem like a priority. One group had

and another for connecting the community farm with school programs to board students.

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To what level is creating more business potential entrepreneurs a priority to you?

Low Priority — 1

7

Medium Priority — 3

7

High Priority — 5

I don't know/no opinion (yet)

Start the presentation to see live content. For screen share software, share the entire screen. Get help at pollev.com/app

Why? Explain your rating for creating more bus potential for agri-entrepreneurs

YOUR NEXT STEPS

- Participate in the online engagement before April 30th!
- 2. Help to spread the word

https://bit.ly/MedwayE





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PHASE III: PROCESS & ENGAGEMENT

NAV

CONSULTANT TEAM BRAINSTORM

Consultant team
will work
collaboratively to
identify best
practices and
strategy options to
support vision and
core themes

FEB-MAR

FOUR FOCUS GROUPS

Deep dive brainstorm of strategy ideas by town officials and other community members for each core theme

APR

BROAD COMMUNITY ENGAGEMENT

Online + in-person to get feedback on draft strategies

APR

DEPARTMENT MANAGER'S MEETING

Review strategy ideas and discuss feasibility and capacity concerns and opportunities







April 5, 2022 Master Plan Committee Meeting/Community Forum ZOOM CHAT NOTES

- 18:29:54 From Tara Kripowicz to Everyone:

 Here on audio but going off camera for a minute.
- 18:30:51 From Siri Krishna Khalsa to Everyone: I'm here. Siri Krishna Khalsa
- 18:32:14 From Susan Dietrich to Everyone: I think we do have a quorum
- 18:34:58 From Brett Fagan to Everyone: Sorry!
- 18:35:09 From Sarah Raposa to Everyone: Thanks for coming Brett!
- 18:40:55 From Delaney Almond, JM Goldson to Everyone: https://pollev.com/jenng
- 18:43:18 From Delaney Almond, JM Goldson to Everyone: Delaney@jmgoldson.com
- 18:43:23 From Sarah Raposa to Everyone: Should MPC members participate in the polling?
- 18:44:01 From Gail Hachenburg to Everyone: Can you show the contacts again.
- 18:47:58 From Delaney Almond, JM Goldson to Gail Hachenburg (Direct Message):
- If you need to contact us, you can email me at Delaney@jmgoldson.com
- 18:48:51 From iPhone to Everyone:
 What is the key word for this session?
- 18:49:10 From jess chabot to Everyone:

 Do you mean the meeting ID?
- 18:49:47 From Delaney Almond, JM Goldson to iPhone(Direct Message): Hi, I'm not sure what you mean by key word
- 18:50:40 From jess chabot to Everyone:
- If you are recently joining, there will be some polling as the presentation progresses. You can access the polling through this link https://pollev.com/jenng
- 18:57:19 From Delaney Almond, JM Goldson to Everyone: https://bit.ly/medwayvision
- 19:15:27 From Wendy Peverill-Conti to Delaney Almond, JM Goldson(Direct Message):

 Can we go to the site?

19:15:39 From Delaney Almond, JM Goldson to Wendy Peverill-Conti(Direct Message):

https://bit.ly/MedwayEngage

19:15:54 From Delaney Almond, JM Goldson to Wendy Peverill-Conti(Direct Message):

That will take you there! We will share the link with everyone in a few slides, too

19:23:59 From Jack Wolfe - MOR to Delaney Almond, JM Goldson(Direct Message):

Delaney,... How do I write a response?... Jack

19:24:30 From Delaney Almond, JM Goldson to Jack Wolfe - MOR(Direct Message):

Hi Jack, you can follow this link, and it will take you to the platform https://pollev.com/jenng

19:24:39 From Delaney Almond, JM Goldson to Jack Wolfe - MOR(Direct Message):

once we start a new question, it will show up on that page

19:26:42 From Wendy Peverill-Conti to Delaney Almond, JM Goldson(Direct Message):

and weed

19:27:37 From Jack Wolfe - MOR to Delaney Almond, JM Goldson(Direct Message):

OK - thanks,..Will try

- 19:33:06 From Delaney Almond, JM Goldson to Everyone: https://bit.ly/MedwayEngage
- 19:40:41 From Tara Kripowicz to Everyone: Thank you for joining, everyone! :)
- 19:43:32 From Tara Kripowicz to Delaney Almond, JM Goldson(Direct Message):

On opening page, please add Michael Porter's name back in - I think it was cut off. :)

19:43:56 From Delaney Almond, JM Goldson to Tara Kripowicz(Direct Message):

Ah, thank you for catching that! I will fix it right away

19:44:07 From Tara Kripowicz to Delaney Almond, JM Goldson(Direct Message):

It looks awesome! Thank you for all your work on it!