



Community Resilience Working Group Meeting Minutes June 11, 2020

The meeting convened at 7:00 pm on Zoom Platform.

Members Present: Peter Kelly-Joseph (HEAC and Chair); Lucy Wallace (Select Board), Staci Donahue (Planning Board), Janet Waldron, (Conservation Commission), Ellen Sachs Leicher (Citizen Member), Christiane Turnheim (Agricultural Advisory Commission), and Ron Ostberg (Citizen Member)

Staff Present: Christopher Ryan (Director of Community and Economic Development)

Others Present: None

Convene and Preamble

The meeting convened at 7:00 pm.

Discussion of General and Agricultural Branding

The members discussed the initial survey KLA provided to get further information from the Town related to branding and marketing.

Talked about Branding Subcommittee Ellen Lucy asked about meeting frequency and Chris responded every week for 2-3 weeks as it needs to be wrapped up quickly.

Updated vision, guiding principles, and planning modules was provided with changes based on input from the Group. Will be further discussed later in the meeting.

Peter and other members asked about outreach to other boards and committees. Chris noted that we need to wrap up the outreach, data collection, and branding in June. Peter asked what is expected of this Group over this time frame. Chris noted the challenge presented by the regional grant that is now being put together. He also said that members can text him if they need immediate response.

Christiane gave a brief synopsis of the agricultural branding component. Peter asked if she needed anything from the full group related to her work on the Ag branding.

Discussion of Project Scope and Timeline

Sharon asked if timeline and scope was on the website so people can track our progress. Chris noted that he would add the timeline to the site. Ron talked about the welcome package which does provide some information on the schedule. Sharon said she was referring to more of a Gantt type chart. Chris said we need to discuss how we should get the word out about the website and

ask the consultant for suggestions. Lucy suggested that the week after Town Meeting we should contact the Press for an article and also include information about the regional endeavor.

Ron said timing was a challenge due to its complexity and other distractions.

Discussion of Vision, Guiding Principles, and Planning Modules

Need to get these products finalized for the consultant. Chris asked about things that members would like to see on the website. He noted that agendas have been added but not minutes yet.

Chris then went into more detail related to these items. Ron suggested that we need more time so that we can make a really brilliant statement. He felt that process was needed to make these products better rather than having the consultant plug in something for us.

Sharon suggested a subgroup to work on this document related to editing. She suggested Google docs would be a good and visible platform. Further discussion ensued on how to approach a subgroup.

Peter approves of the idea of a subcommittee and moving forward that way. Sharon suggested a mission statement for the Group and it should include engaging with the broader community to drive this forward related to climate change.

Members then transitioned into a discussion of branding and the value and purpose of that type of program. Sharon volunteered to work with Ron on vision and mission statements. Peter joined as well. There was significant back and forth related to branding and how much time was needed to address it.

Lucy and Ellen agreed to work together on branding. Both groups committed to use the next two weeks to get ready for the branding tournament.

Sharon shared her vision for the group to create a “kettle of people” or an artificial intelligence committee that can change and address and bring issues of sustainability and climate change to the community for the long haul and that it does not have defined silos but the group or kettle morph and change as the ecosystem around them changes and is always able to address the issues because there are new ideas and new people coming in to the group. How do we create a group that lives and breathes this and changes with new ideas and memberships?

Lucy asked whether this should be dynamic and ongoing rather than static and Sharon said yes. A system able to respond to changes and problems. Ron said that this is a resilient infrastructure which is similar to what he had in mind. Agreed with her vision that a resilient management system should address the town's future resilience.

Discussion of Working Group Members

Chris discussed the apparent loss of the student member from Bromfield and hoped that the group could find another student member to represent that generation as critical as it is to have that voice in our work. Ellen mentioned finding someone with a senior project—a 40-hour type of project. Josh Clark was identified as the Green Team member. Patricia Nyland is the senior projects committee leader.

Other Committee Business

Discussion of BSC Group consulting grant application for the “Apple Country” project. Chris drafted a letter of support by the CRWG for this project. Peter said he needs more time. Sharon had some edits. Members gave authorization to Peter to sign the letter when he was comfortable with it.

Adjournment

At 8:30 PM, the meeting was adjourned by unanimous consent.