



## Community Resilience Working Group Meeting Minutes July 31, 2020

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The meeting convened at 11:00 am on Zoom Platform

**Members Present:** Staci Donahue (Planning Board), Ellen Sachs Leicher (Citizen Member), Sharon McCarthy (Board of Health), and Ron Ostberg (Citizen Member)

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

**Others Present:** None

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### Convene and Preamble

The meeting convened at 11:00 am.

### Report on Progress in Branding and Logo Tournament

Regarding progress on logo development, we are close, but not quite done. Ron suggested an end date or some sort of “stop” as comments keep coming in. Ron questioned graphic designer copyright infringement. Mr. Ryan is to check with KLA about this issue and how it has been handled in the past. Ron noted they had not informed us in the past; therefore, it shouldn't be an issue. But we still need to check.

### Discussion of Metroquest Survey Form

Mr. Ryan suggested that we give them our extensive edits and comments and see if they can get closer before we choose whether or not we can release it to the public. So, at this point the survey will not yet be issued. However, another, better version of it might be worth sending out. Ron expressed a concern that by adding a flashy logo/branding that the survey might be seen as being further along than we actually are. The survey goal is to get respondents to get on board with some of the goals of the project. Getting a snapshot of what people are thinking now about climate change seems to be the goal.

Sharon said that the survey needs to have specific goal or purpose to be articulated up front. She also feels that KLA needs to better understand where we are as a community and why some of the questions they asked are unreasonable things to ask (e.g. # of building permits issued/year so they can see we're a pretty slow moving group). Regarding the outreach document, Sharon said that we should focus and coordinate with the farms. She also was unclear on what the goal of this document is. Ellen said that if this document is for us, then why do we need to fuss with it. We can pick and choose from this list to build a plan that works for us. Mr. Ryan noted that KLA is likely out of meeting time, so we won't probably get them to join another meeting. He suggested throwing all the comments regarding both documents back to KLA and let them revise them to better fit Harvard. Then use the revised documents to move forward after KLA is finished in 1.5 months.

Ellen's overarching comment that the 1<sup>st</sup> part seems unnecessary (the "your thoughts" section), the 2<sup>nd</sup> part (action rating) is better organized, but she still has questions about things the Town can't achieve. Ron expressed concern that the priority ranking section might be misleading and might not get the results we need.

Discussion ensued on how to ask about education and how to get involvement. We should try to get a positive spin on this and try to get little tangible goals that we can work towards. We should also work to tie this with what the Ag group is doing.

Keeping the 'big reach' items in the survey might help us ease into getting people to think about making big sea change. Instead of taking it out because it's likely not to be easy to achieve. Better to have them think big than worry about possible disappointing people.

Ron reminded everyone that this is an ongoing project that we're laying the groundwork for, and it will continue on forever. Ron pointed out the commit part of the vision statement is so important. Maybe reiterate that in the cover letter somewhere?

### **Adjournment**

At 12:07 PM, the meeting was adjourned by unanimous consent.