



Community Resilience Working Group Meeting Minutes June 25, 2020

The meeting convened at 7:00 pm on Zoom.

Members Present: Peter Kelly-Joseph (HEAC and Chair), Staci Donahue (Planning Board), Janet Waldron, (Conservation Commission), Ellen Sachs Leicher (Citizen Member), and Ron Ostberg (Citizen Member)

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

Others Present: Kim Lundgren, KLA; Annie Suttle, KLA; Kortni Wroten, KLA; and Kari Hewitt, KLA; Gwen Leonard, Citizen.

Convene and Preamble

The meeting convened at 7:00 pm.

Discussion of Proposed Modified Scope

Kim Lundgren discussed proposed adjustments to the scope to provide a clarification of roles. KLA would highlight roles related to the development of the broader CAP outline. This would include guidance, templates, training, and oversight related to moving forward.

Peter interjected that the Group needed this further clarification since it was unclear what roles we had.

Kari agreed that this was needed and the need to adjust to Covid, the unusual grant, and the focus on agriculture. She shared how they can best support this new focus. She first discussed the Outline for the CAP. This is what the end product is expected to be. There is a separate outline for the agricultural plan. She showed a few templates that KLA will provide for other modules.

Kim spoke about how KLA will be providing a toolkit of different things that will help the CRWG move forward on the greater Plan when this project is over.

Chris responded to the categories of the outline and suggested we needed a few more areas covered. This includes putting a placeholder in to the overall plan so we could slot it in. He spoke about how the work will ultimately inform municipal decision making. Kim said that this can be informed by the materials that KLA provides. Peter asks KLA to line up the scope with this outline for the Group.

Gwen Leonard provided some comments related to the concept of “brand promise” and Kim responded about how KLA addresses branding in the context of this kind of project.

Discussion of General and Agricultural Branding

KLA discussed the elevator pitch, plan names, and taglines. The CRWG discussed this at length and suggested more work is needed.

Discussion of Visioning Subcommittee Draft Document Including Mission, Vision, Etc.

The Group discussed the work of the visioning subcommittee as it relates to the documents developed by KLA to try to rectify differences. Kim discussed the intense schedule of the branding subcommittee so that members know what they are in for,

Discussion of Working Group Members

None

Other Committee Business

None

Adjournment

At 8:43 PM, the meeting was adjourned by unanimous consent.