



---

**Comprehensive Plan Committee Meeting Minutes  
Meeting with Maine Design Workshop (consultants)  
Wednesday, November 17, 2021, at 7:00 p.m.  
Meeting Held by Zoom**

---

***Committee Members Present:*** Alfred Ajami, Alex Beaudet, Thomas Bishop, Rebecca Cooper, Robert Davidson, Paul DiMauro, Jamie Doherty, Richard Francis, Brittany Gill, RoseAnne Holladay, Pat Jennings, Kenneth Kortemeier, and Jessica Yates

***Absent:*** Leon MacCorkle, Jason Sewall, Dan Sullivan

***Maine Design Workshop:*** Vanessa Farr, Zoe Miller

***Also present:*** Chris Hall (Town Administrator), Stephen Jorgensen, Paul Leeman Jr., Mary Piasecki, Jessica Westhaver.

This meeting was called to order at 5.34 p.m. by co-chairs Richard Francis and Jessica Yates; Francis introduced Vanessa Farr of Maine Design Workshop, who in turn introduced her colleague Zoe Miller, a specialist in outreach and communications. Farr asked if all members of the committee had received the Scope of Work, and Hall emailed it to all members and others on the present call.

Farr briefly outlined the Scope of Work, indicating that they are working backwards from a hard deadline posed by the March 22 date of the Town Meeting. Miller then presented slides showing examples of techniques for outreach and engagement. She discussed using display tables and handout materials for use by Committee members at public gatherings; and showed sample web pages for planning projects which would be accessible from the Town's website; these would be customized to Bristol, would explain what a Comprehensive Plan is; and contain maps visually presenting data, to be prepared by MDW's associate, Ben Meader of Rhumb Line Maps.

Francis asked where the survey stands at this time, and what does MDW see as its uses? Farr commented that MDW preferred to start from a higher-level viewpoint, and Miller indicated her belief that in the initial phase, open-ended questions are important to bring out the questions and issues that are really of concern to the community.

There was discussion of the number of responses needed in this stage for validity, with Farr saying the Committee should 'go with their gut'; if for example, 40 or 50 people had been contacted in one weekend and a similar number in another, and it was felt that these initial conversations were representative (and will get others talking about the Plan), that may be enough at this stage.

There was discussion – live and in the chat forum – of where people gather. It was noted that Bristol has relatively few major 'events' during the winter months, and discussion of where there

would be appropriate locations for setting out tables (e.g. library, school, outside stores, Historical Society, churches?) to canvass residents' opinions as opposed to simply contacting people out walking or in the parks.

Bishop noted the importance of touching each of the important constituencies in the community, such as fishing families, farmers, old families, and so on – getting a balance of inputs from across generations, sections of town, and stakeholder groups.

Miller spoke of the importance of systematically capturing the inputs from these initial conversations. It is also desirable to have (for example) a printed large-format postcard as a 'cheat sheet' setting out common talking points that should be shared in the community by CPC members acting as 'Ambassadors' for the plan process. Francis raised the need for a channel for all involved to record their findings and share with the CPC and MDW for analysis.

With the end of the time allocated for the call rapidly approaching, the committee agreed on the need for another call in the near future to maintain momentum.

### **Next Meetings**

- The chairs will schedule a further Zoom call with Maine Design Workshop shortly after Thanksgiving. It was noted that Wednesday afternoons appear to work well for the majority of the Committee.
- The next regular meeting will be Tuesday, December 14<sup>th</sup>, 7 pm at the Town Office.

There being no further business, the call closed at 6.43 pm.

Respectfully submitted,  
Chris Hall