

City of Ellsworth
Steering Committee Meeting Minutes
Monday, April 24, 2023 5:30 PM

Chair Brian Langley, Vice-Chair Jennifer Sala, and Members John DeLeo, Rick Lyles, Casey Hanson, Jon Stein, Nick Turner, Nancy Smith, Eric Marichal, Erin Witham, and Levi Rogers were present. Member Paul Markosian was absent.

Eleven members present

City Planner Matthew Williams and Assistant City Planner Elizabeth Littlefield attended the meeting.

Two staff members present

1.) Call to Order

Chair Langley called the meeting to order at 5:32PM.

Call to Order

2.) Introductions and Housekeeping

Kevin Price and Alison Tobey from BerryDunn, LLC joined the meeting via Zoom.

Introductions & Housekeeping

3.) Adoption of Minutes from the February 27, 2023 Regular Meeting, the March 8, 2023 Special Meeting, and the March 27, 2023 Regular Meeting.

Member Lyles moved to adopt the minutes as written. Member DeLeo seconded the motion. **The motion to approve the above stated minutes as written was UNANIMOUS (11-0).**

Adoption of Minutes

UNANIMOUS

4.) Discussion Regarding Kick-off “Open House” Event for Subcommittees

City Planner Williams began by going over some of the timeline for the project, stating that the consultants from BerryDunn were planning on coming to Ellsworth on June 12th through the 14th to meet everyone and go around to several places in the City to collect data. He then said that the consultants would prefer to hold the Kick-off Event on the 14th as a wrap-up to their visit. Williams asked the group if they thought that this date would work for the event. The group agreed that this would work, however they did mention that there needs to be more events throughout the process to ensure that they are able to reach everyone. Member Smith asked about the time slot for this event, Williams said that it would likely be an afternoon event.

Kick-off Event Discussion

Member Hanson said that she would not be able to get out of work in time for the event. City Planner Williams said that this was okay and that there will many more events that Hanson can attend. Member Lyles asked what the point of this Kick-off Event was. City Planner Williams said that it was to let the community know what the Committee is working on and to gauge interest in subcommittees. Lyles then stated that he had a concern about the afternoon time-slot, saying that there may be many people who are unable to attend since they are at work. Williams said that it was his intention to hold multiple events and different times in the day so that they may get the largest cross-section of the community as possible.

The group then went on to discuss the potential location for the Kick-off event. The idea of using the Franklin Street Parklet was brought up, however City Planner Williams mentioned that there is some construction going on in that area. Vice-Chair Sala

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recommended using the picnic tables at Knowlton Park. Williams said he would look into it and get back to the group.

5.) Discussion Regarding Project Timeline

City Planner Williams told the group that BerryDunn is beginning work on the inventory and analysis phase of their research. Williams said that BerryDunn will be reaching out to City Staff to fill in any gaps in information. Ms. Tobey explained the initial process that BerryDunn is going through, they are looking at old plans and the information that is readily available, and then they will dig deeper when reaching out to Staff for information. Williams said that BerryDunn would like a list of groups that should be involved throughout the process. Williams said that he has begun compiling this list and asked that the group also give their thoughts on which groups should be reached out to for input.

Chair Langley asked if BerryDunn would be able to provide some materials for some events going on around the City so that the members of the group can start the Public Engagement portion of the process before the consultants. The group mentioned a few events that will take place before the official “kick-off event” on June 14th that they would like to attend and drum up interest. City Planner Williams said that they could provide materials for those events if the group asked. Williams asked Mr. Price if that is something that BerryDunn could do. Mr. Price said that is something they could do and cater the questions towards the audience at those events. Langley asked Mr. Price if it were possible to have a QR code that leads to a survey or webpage for the Comprehensive Plan. Mr. Price said that it was possible and they were planning on creating a QR link to the Social Pinpoint page.

City Planner Williams then mentioned the idea of having a separate logo for the Comprehensive Plan process. Member Marichal said that he liked this idea and that branding is important, even for this type of project. Williams said it would be good to have a unique logo for the Comp Plan so that people may be able to easily identify projects/events that are a part of the process. Williams said that they could hold a public contest where community members submit different ideas, he also said that the Communications Specialist for the City could create one for the group. Williams said that he liked the idea of a contest, saying that it would help drum up interest in the project while BerryDunn is in their initial Inventory and Analysis phase. Williams then asked the group if they had any ideas of how this could be accomplished. Chair Langley suggested reaching out to local artists. Member Smith mentioned that the logo should have the same colors that the City’s logo does for the sake of continuity. Member Hanson recommended reaching out to the High School and seeing if any of the students in the Visual Arts program would like to submit logos. Hanson said that she has connections with the High School so she can help expedite the process. Member Turner asked for clarification as to whether or not the group was required to choose one of the submissions. The group agreed that they would not be required to choose one, these would just be suggestions. Member Lyles pointed out that the logo would have to work on a big screen and in small print. Langley told Hanson to move forward with her contacts and they will go over potential logos at a future meeting.

**Project Timeline
Discussion**

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City Planner Williams then went on to discuss more of the timeline of the project. He stated that the Economic Development Department is working on a business attraction plan concurrently with the Comprehensive Plan. Planner Williams and Economic Development Director Janna Richards have discussed holding a joint workshop that would benefit both plans since there is information that both will need. Chair Langley asked Mr. Price if there are any new categories of Inventory and Analysis that were not on the old plan. Mr. Price said that there will be new areas of focus, however the legal requirements of the Inventory and Analysis phase remain the same. Mr. Price also asked that the Steering Committee to let him know of any areas that the group would like to focus on as soon as possible. Price stated that it would be beneficial to know those preferred areas when the consultants are visiting in June. Member Lyles asked Mr. Price about the work plan, asking for a cross references between the schedule and the written work plan. Mr. Price said this is something they could compile and then send out for more clarity.

City Planner Williams asked the group if the pacing of the timeline seemed okay and realistic. Member Witham said that she was pleased to see that the Visioning and Engagement process and the Inventory and Analysis phase were overlapping slightly. Member Lyles said that the I&A phase finds where the problems are and the Visioning and Engagement phases are where the solutions are found. Williams said that when the consultant turns in the inventory and analysis document, the Committee will have a workshop about the document. At that workshop, they will discuss the issues found and begin to start the conversation around solutions to those issues. After that, it will go out to the public for comment. Then, it will be sent back to the consultant until there is a product that everyone is okay with. Chair Langley stated that the questions asked during the data collection phase are incredibly important as they shape the answers that the group gets. Langley asked if there were any boilerplate survey questions that the group could begin using. Williams said that there are some questions on the self-assessment checklist that was provided in a previous meeting that could be used as initial questions. Williams said that these questions may have some similar themes to the specific questions that will be posed by the consultant.

Member Lyles said that the group should come up with a list of all the data that is needed. City Planner Williams said that he will work with BerryDunn to create this list and then send it out to the group. Vice-Chair Sala said that she compiled an initial list of different groups that should be reached out to and what type of information that needs to be compiled. Williams said that he will send out that initial list to the group for them to think over and add to. Lyles said that he would really like to see Sala's initial list. Chair Langley reiterated his point that the group needs to ask good questions in order to get good data. Lyles pointed out that they will be doing more than just conducting surveys and there are other aspects of Public Engagement and other data sources that they should be discussing. Sala suggested using a large map of the City and asking people to put sticky notes or stickers on it to point out places around the City that need some work. Sala said that this would be a good form of crowdsourcing. Williams said that this was something they could do at the "Kick-off event" in June. Ms. Tobey also pointed out that the Social PinPoint webpage has a similar feature where community members can go on and write notes about what they would like to see focused on. Member Marichal asked when the webpage will be launched.

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Williams said that he will send the needed information to BerryDunn right away and he will let the group members know when the webpage is up and running.

Chair Langley asked if there was any other information that BerryDunn needed from the group. Ms. Tobey said that there is not, however the request for additional information will be coming to Staff soon. City Planner Williams said that the next step for the group would be to come up with the list of different groups and organizations that need to be reached out to and included in this process. Member Turner said that they should be reaching out to as many groups as possible since there are so many resources for information throughout the City. Williams also asked the group to please keep updating the list of possible events that the group can attend to drum up interest in the Plan and the Subcommittees. Vice-Chair Sala asked if there could be materials ready for the Library Open House which will take place on May 11th. Williams said that they would have some initial materials for that event. Member Witham asked the purpose of attending the Open House since the Kick-off event has not taken place. Williams said that the purpose would be to let people know what we are doing and to get some contact information for those who would like to be included on a mailing list for further information. Member Smith said that on June 6th there are two Jane's Walks that the group could table at. She said that one of the walks will be ending at Fogtown and the group could set up a table there. Member Stein said that this was something that the group would be allowed to do. Member Lyles mentioned that the group should have a table at June's Pride Event at Knowlton Park.

Member Smith asked when the subcommittees will be beginning their work. City Planner Williams said that there should be at least one more organizational meeting to see where the interest is and then decide the process for beginning subcommittee meetings. Member Turner asked if there is a report that goes to the City Council about these meetings. Member Hanson said that either she or Member Stein gives an update at each City Council meeting about what the Steering Committee is working on.

6.) Public Comments

There were no members of the public in attendance.

7.) Staff Comments

City Planner Williams said that the information request will go out to the Steering Committee if City Staff does not have all of the information needed. Williams also said that he will provide an initial list of groups to be reached out to by the end of this week. Williams asked Member Hanson if she can begin the logo process with the High School. Hanson said that she would be able to. Williams asked the group if they wanted him and Assistant Planner Littlefield to make the initial call on deciding which logo to go with, or if the group would like him to wait until the next meeting. The group agreed that there would be no need to wait another month and Williams and Littlefield can decide. Member Lyles said that if they were unsure about a logo, that they can send it via email to the Committee for comment.

Vice-Chair Sala mentioned Union River and lakes information from the Union River Symposium. City Planner Williams asked if she would send that information to the Steering

Public Comments

Staff Comments

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Committee email address and he will send it out to the group. Member Turner had some notes on the 2004 Plan and he will send those notes to Williams to share with BerryDunn. Williams said that he will update the Steering Committee about any projects that are coming through the Planning Board that may potentially be impacted by the Comprehensive Plan process. Chair Langley said that he would be interested to know about how many housing units have gone in over the past few years. Williams said that Assistant Planner Littlefield is already working on this project as part of a different assignment and the final product will be shared with the Steering Committee. Member DeLeo pointed out that while there have been housing units put in over the past few years, there have been very little affordable housing units. DeLeo said that was an important aspect of housing that needs to be looked at.

8.) Adjournment

Member Hanson made a motion to adjourn. Member Lyles seconded the motion. Chair Langley adjourned the meeting at 6:30PM.

Minutes prepared by: Elizabeth Littlefield, Assistant City Planner.

**Meeting adjourned
at 6:30PM**

*Agendas and minutes
posted on the City of
Ellsworth's website:
ellsworthmaine.gov*