

TOWN OF BROOKFIELD
MASTER PLANNING COMMITTEE MINUTES
TOWN HALL, SELECTMEN'S ROOM
MINUTES OF FEBRUARY 6, 2008

Members Present: Gwen Broz, Greg Burnham (through teleconferencing), Cheri Carty, Sarah Heller, Cindy Scott, and William R. Simpson

Members Absent: Sharon Mahoney, Phil Pierce

Also Present: Rudy Heller (Selectman), Carol Childress (Grant-Writer)

The meeting was called to order at 6:30 pm by Selectman Rudy Heller in order to allow the committee to organize and elect officers. After the election of officers, Mr. Heller turned the meeting over to the elected Chair. There were no minutes or treasurer's report to approve at this meeting.

1. Election of officers. By unanimous vote of the members present, the officers were elected as follows: **Chair:** Cindy Scott (Moved: Gwen Broz; Seconded: Sarah Heller and Greg Burnham)

Vice-Chair: William R. Simpson (Moved: Cindy Scott; Seconded: Greg Burnham)

Treasurer: Cheri Carty (Moved: Sarah Heller; Seconded: Cindy Scott)

Clerk (Secretary): Sarah Heller (Moved: Cheri Carty; Seconded: Cindy Scott)

Webmaster: Sharon Mahoney (Moved: Cheri Carty; Seconded: Gwen Broz)

2. Reading of vision and mission statements: Sarah Heller read her version of the vision/mission statement for the MPC. It was agreed upon that each member of the committee will compose their own version of the vision/mission statement and they will be reviewed at the next meeting. There was discussion about creating a final draft and a slogan "tagline" to be used for the website and any press publications.

3. Work on Timeframe: The next three meetings were scheduled for Thursday Feb 21st, Thursday March 6th, and Thursday March 20th at 6:30 pm.

4. Discussion on hiring a consultant: The committee discussed using CMRPC (Central Mass Regional Planning Commission) as a consulting partner in the creation of Brookfield's master plan. Based on their quote to the town, their total consulting costs, not including the open space plan, come to \$42,250. The Open Space plan will be funded through grants and donations most of which is already raised through the efforts of the committee's grant writer, Carol Childress, and a generous donation by Tim Simon and Gwen Broz.

The 2006 Town Meeting voted to appropriate \$10,000 to begin the master plan process. If the town chooses CMRPC as the consultant, they will obtain a grant for \$6,000 (the cost of the economic chapter). Thus, if CMRPC is the consultant, the remaining amount left to raise is \$26,250. Carol Childress indicated the possibility of obtaining grants to cover much of the remaining balance.

Gwen Broz moved to authorize Cheri Carty to obtain a contract from CMRPC and to present the contract to the committee, and the necessary town authorities, for approval. Sarah Heller seconded. The motion was approved unanimously.

In addition, Cindy, as Chair, will be following up with CMRPC to ask if the Open Space Plan will have to be completed before the Master Plan, or if they can be done at the same time.

5. Work on developing a survey: It was agreed that Cindy Scott, Greg Burnham, and Gwen Broz would form a sub-committee and work together to present a draft of a survey, in some form, for the next meeting.

6. Procedure for how PR will be released: Carol Childress offered to write press releases for the committee. It was agreed that she will distribute to all members for review via email. Members will pass their desired changes to Sarah Heller via email and Sarah will edit and email a final draft to all members prior to sending it to the Selectmen's Administrative Assistant.

Articles for the papers will direct questions from the public to Donna Neylon in the Selectman's Office. However, Cindy (as Chairperson) will be the spokesperson for the committee to the press. Since contact information for Cindy Scott will be provided to the press, she will give Sarah approval of all communications before they are released. In addition, since timing is critical any comments and/or corrections by members must be submitted to Sarah within 24 hours of receiving the draft email.

7. Vote on website purchase: Sharon Mahoney has purchased the domain name www.BrookfieldMasterPlan.org and is in the process of setting up the website. The domain is hosted on a free service so the domain name is the only cost at this time. Sarah Heller made a motion to reimburse Sharon Mahoney the \$15 annual fee for the domain name. Cindy Scott seconded. The motion was approved unanimously.

8. Procedure for spending money: Cindy Scott moved to reimburse Sarah Heller \$55.15 for photocopying 1000 flyers inviting residents to participate in the master plan process. These were distributed by members of the committee at the Primary election on Feb 5. Greg Burnham seconded. The motion was approved unanimously, with Sarah Heller abstaining.

It was agreed that Cheri Carty, as Treasurer will determine the appropriate procedure for money spending as well as receiving reimbursement. The committee also agreed a "petty cash" amount, of no more than \$100, could be spent by a committee member for work that has to be done (i.e. photocopies) as normal course of business, without prior approval by the committee as a whole. Cheri was then given Sarah's receipt for the MPC flyers to submit for reimbursement.

The committee then discussed reimbursing Rudy Heller for 1000 photocopies of a second flyer that was also handed out at the Feb 5 primary, inviting residents to a Feb 28 meeting of the Heritage Landscape Project. The committee agreed that since it was not an event hosted by the Master Plan Committee (and instead was for the general good of the town) we felt the Board of Selectmen should reimburse that expenditure.