

**MINUTES OF THE PROCEEDINGS OF THE
MASTER PLAN COMMITTEE
THE TOWN OF STERLING**

**July 18, 2019
Town Hall, Room 205**

Members Present: Patty Page, Chair, Master Plan Committee, Land Use Topic Co-Chair
Chuck Plaisted, Vice-Chair, Master Plan Committee, Open Space & Recreation Co-Chair
Liz Pape, Secretary, Master Plan Committee, Land Use Topic Co-Chair
Blaine Bershad, Services & Facilities Topic Co-Chair
Maureen Cranson, Board of Selectmen Co-Representative
Bob Dumont, Services & Facilities Topic Co-Chair
Jim French, Natural & Cultural Resources Topic Co-Chair
Angela Grattaroti, Housing Topic Co-Chair
Rose Koven, Natural & Cultural Resources Topic Co-Chair
Dick Maki, Circulation/Transportation Topic Co-Chair
Julie Rusch, Economic Development Co-Chair

Absent Members: Keith Cordial, Economic Development Committee Representative
Marion Larson, Open Space & Recreation Co-Chair
Jed Lindholm, Circulation/Transportation Topic Co-Chair
Rob Protano, Housing Co-Chair

Staff Present: Domenica Tatasciore, Town Planner

1. Open Meeting

The Sterling Master Plan Committee meeting was called to order at the Sterling Town Hall on Thursday, July 18, 2019 at 6:32 pm and Liz Pape recorded the minutes. A quorum of Committee members was present, and the meeting, having been duly convened, was ready to proceed with business.

2. Acceptance of Meeting Minutes

Motion made by Mr. Bershad, seconded by Mr. Dumont to accept meeting minutes of June 20, 2019. Vote was unanimously all in favor.

3. Review and Discussion

- a. *Draft Committee Handbook:* Ms. Tatasciore reported that the last deliverable due from the Barrett Planning Group is the Committee Handbook, which has not yet been delivered. It will be distributed to the Committee as soon as it is received.

- b. *Vision Statement*: Sample vision statements were distributed to the Committee, including one for the Sterling Master Plan, prepared by Julie Rusch. Upon further discussion, the Committee agreed to review all sample statements and the draft Sterling Master Plan vision statement and send comments/feedback/suggestions to Ms. Rusch (email is Julie.Rusch@gmail.com) by August 15.

Motion made by Ms. Cranson, seconded by Ms. Koven to skip the August meeting, and schedule the next meeting for September 19, 2019. Vote was unanimously all in favor.

- c. *Master Plan Logo*: Ms. Diane Pedersen was asked by Mr. Plaisted if she would be willing to work up some ideas for the Sterling Master Plan logo, which would be used on the Master Plan report cover, as well as on town banners. Committee was reminded by Ms. Cranson that the Town of Sterling seal also needs to be on the Master Plan report cover. Ms. Pape suggested having a tagline as part of the logo, which would tie in to the vision statement. Ms. Pedersen suggested using a design in between the traditional town seal design and the more contemporary lamb logo developed by the Economic Development Committee. Ms. Pedersen will send draft logos to Ms. Tatasciore for distribution to the Committee.
- d. *Mapping Alliances and Affiliations*: Ms. Tatasciore asked members to individually be cognizant of all the groups/organizations they are affiliated with. It is anticipated that each Committee member will use these alliances and affiliations to generate interest and support in the Master Plan process.

4. Topic Sub-Committee Outreach

Co-chairs are encouraged to build the membership of their topic subcommittees. Ms. Tatasciore distributed the names of those who have confirmed their interest in serving on a subcommittee. Ms. Cranson suggested that co-chairs also contact those people who were initially interested in serving on a subcommittee but did not recently confirm their interest; Ms. Tatasciore stated that she would email this list to the Committee. It was agreed that co-chairs can meet to plan their meetings and not be in violation of the Open Meeting Law.

5. Committee Contact Information & Other Business

- a. Ms. Barrett had suggested having subcommittee co-chairs share their contact information with other co-chairs. Ms. Tatasciore asked the Committee to email her with their preferred contact information for distribution for the sole use of the Committee members; this information would not be shared with the public.
- b. The Committee agreed on the following liaisons to other groups:

Press contact – Ms. Pape

Board of Selectmen liaison – Ms. Cranson

Central MA Planning – Ms. Cranson

These Committee Liaisons are asked to provide quarterly updates to their boards, and to get any information or expertise the boards already have.

Deidre Shapiro, audience member, said she was the liaison on behalf of the Recreation Committee.

- c. Publicity: Mr. Maki requested that articles soliciting public input be sent to local papers such as the Sterling Meetinghouse News and Clinton Item. Ms. Page agreed to submit articles.
- d. Ms. Cranson asked about the First Church Green Alliance which is focused on sustainability. Mr. Dumont's role for the Alliance is to reach out to the Sterling community to identify programmatic elements which are tied to green work. The Alliance is considering bringing some programmatic elements to the Sterling Annual Town Meeting for the town to deliberate and take a stand on.

Both Mr. Plaisted and Ms. Tatasciore mentioned their individual conversations regarding the topic of sustainability and resiliency with Mr. Peder Pedersen.

- e. A member of the audience asked who has the final approval for the vision statement and logo, and the response was it is the responsibility of the Master Plan Committee. The Committee may consider selecting a few and asking for input from the public.

6. Schedule Next Meeting

Next meeting is scheduled for Thursday, September 19, 2019 at 6:30 pm.

7. Adjournment

Motion made by Ms. Cranson, seconded by Mr. Dumont to adjourn the meeting.

Vote was unanimously all in favor. Meeting adjourned 7:30 pm.

Respectfully submitted,
Liz Pape
Secretary