



Meeting Minutes for November 30, 2021 at 6:00 PM, Carver Town Hall, Room 1

The proceeding will be videotaped and rebroadcast by Area 58 TV.

Attendees: Sharon Clarke, Chairman; Savery Moore, Vice Chairman; Patrick Meagher, Treasurer; Paul Kostas, Member; Johanna Leighton, Member
Also in attendance: Paul Kelly

Absent:

Meeting opened by Ms. Clarke at 6:15 PM

Update on ongoing projects:

- Route 44 Development Project – Discussion and possible vote(s) –
- Update from Working Group Discussion – Mr. Moore – The Chief gave us a document that was presented by Hillwood after their meeting. He had some comments but there was movement on both sides. I am optimistic we will get there. We talked with Mark Townsend who was representing the Selectmen. We discussed their ability to vote on the article. We want to make sure that they are aware that it is not a YES or NO vote, it is a choice between A and B. Mark seemed to understand better. Ms. Leighton – I am confused. Mr. Moore – Yes, Mark indicated that each of the members have a different view point. Ideally, we would like unanimous support going in to Town meeting. After explaining the details of the zoning changes, he understood the article better. Ms. Leighton – I understood that what Hillwood is presenting is a package – Green Business Park. Hopefully, the Town would be educated on the areas of Green Business Park zoning in this Town. Mr. Moore – We need everyone to feel comfortable; if we have a split Select Board, there will be a debate on the Town Meeting floor. If it doesn't pass, it doesn't mean we can't move forward with a different project. Mr. Meagher – The Select Board has to approve all the articles, regardless of how they feel. They've already approved it. Mr. LaFond – The Select Board can decide what to put on the warrant. Usually it's approved by the Board before recommendation. Ms. Leighton – The Planning Board is sponsoring these articles? Mr. Moore – This could be an RDA article; Planning Board just holds the hearings. The RDA would speak to it at Town Meeting. Mr. LaFond – The Planning Board has to make recommendations; any Board can propose an article but the Planning Board has to hold the hearing and make a recommendation. Ms. Leighton – They have a public hearing and then vote on each individual one or all together? Mr. LaFond – That is up to them. They will make the recommendation but the Town doesn't have to agree. Ms. Clarke – At Town Meeting, Stephen Cole will speak for the RDA. Ms. Leighton – What about before Town Meeting? Ms. Clarke – That question will be answered when Paul Kelly goes over his information. The warrant article is due to the Select Board by 12/20/21 and Town Meeting is 4/12/22. We are hoping for a full launch of information by the first of the year. Mr. LaFond – There is also an administrative piece after the warrant article is due. Ms. Clarke – It is up to us to make sure the Planning Board is fully informed on the project.

Ms. Clark - We are waiting on a review from KPLaw on the Zoning Articles. They have had it since August. Ms. Leighton – How many articles are we presenting? Ms. Clarke – I believe Hillwood has seven changes. Mr. LaFond – The warrant article can be submitted prior to hearing from KPLaw. Town Council's job is to review the articles to make sure that it accomplishes what the Board wants it to accomplish. Mr. Moore – We would prefer to have the Planning Board recommend it but we don't need that to have it on the warrant. Also, Any sub points may be better broken out into individual votes.

Mr. Meagher – Judy has still not provided the Fiscal Impact Study. Mr. Moore – We had a meeting yesterday with Stephen Cole and two reps from Hillwood's PR firm. Mac should have heard from Judy who prepared the Fiscal Impact Study but we are not sure he is satisfied.

Mr. LaFond – I will ask him about that. Ms. Clarke – Owen said that a draft from Judy was given to Mac. They felt that it was incomplete / had some gaps. At our next meeting, we should be discussing the by-Law changes. Ms. Leighton – Don't we have the right to call? Ms. Clarke – I go through Rick. Ms. Leighton – We pay the bills and should have the ability to contact them directly. Mr. LaFond – We will have to work that out; we can't have everyone calling.

- Update from Paul Kelly on public outreach –

Ms. Clarke – Savery and I attended an outreach meeting yesterday, with Paul Kelly. We discussed strategies for dissemination of information. Savery has taken the lead. Mr. Moore – Stephen Cole and two reps from Consensus were also here. We mapped out a timeline and strategy. Our timeline is connected to the timeline for the warrant articles. We hope to have something online by December 20. The website will contain a lot of documentation that already exists. We will work through Stephen Cole as he has a contract with PAC TV who has a very robust production studio. They will do a piece on what this would do to/for Carver. Hillwood will do a piece highlighting projects they have done in this area. We have the revised FAQs from Paul Kostas to look at tonight. I told Hillwood that once we approved them, they would receive them. This will hopefully allow for consistency in format. A lot of our content will be driven by comments on Social Media. We will need to monitor Social Media and address any misinformation that is out there. Our response on Social Media will always be something like "For information on this project please click on this link". There will be no engagement on Social Media. Ms. Clarke – Our format will have a quick summary with an additional detailed answer. We discussed outreach to Plympton residence. Mr. Moore – We discussed making sure that citizens know what the vote means. It's a yes to this project or a yes to something else. We can list potential projects and their impact to the Town. Most other projects will not need a special permit at all. Ms. Leighton – Every time we had a meeting from 2015 and continuing through Jan 2017, it was video recorded. I think we should get all of that and group it and link it to the website. There is a lot of information out there. Mr. Kostas – The website could have a video library with subgroups.

Update on the web page, Mr. Kelly – One thing that is different about a website is that it's organic; you can add as you go. You don't have to put everything in at once. The user experience needs to be quick and easy. Mr. Clarke – Is there a danger in overloading a website? Mr. Kelly – Too much is just distracting. One of the original requests was to have an outside webpage. The Town website is not as robust. On the initial Town page, it was requested that "No. Carver Project" take over the Police Station Tab. It is now there. We need to figure out what the restrictions will be on each site. Mr. Kelly presented the work he has completed thus far. Mr. Kelly – We need to decide what URL to use. Currently, everything is offline and not linked to an URL. We can do videos. Ms. Clarke – We discussed doing a drone video. Mr. Kelly – We will need to determine the email address to link for questions, etc. Ms. Leighton – I am giving up the CarverMA.org email. Ms. Clarke – So just a joint CarverMA.org email. We just need to name it. Mr. Kelly – We can pick who needs to see the questions. I have reached out to several people for video history on the Town. SRPEDD has some drone videos. Ms. Leighton – When they floated a balloon for building height, did they do a video? Ms. Clarke – No, they did renderings. The balloons were at 65 feet. Ms. Clarke – We need to give a background as to what this property has been used for in the past. Mr. Kelly – When you click on the logo, anywhere in the site, you will automatically go back to the home page. I can send a link to you all so you can look at it in more detail. This is the time for any questions/comments as we are getting down to the wire. I will send the link to Stephen as well. I am still working on search capabilities. Mr. Moore – Right now, through the Carver Webpage, you can access the agenda and minutes. There are also YouTube videos. Can we link all three together? Ms. Leighton – Stephen Dewhurst put the link right in the minutes. Mr. Moore – That would still be going in through the Carver website. Mr. Kelly – Johanna and I are meeting on Thursday to talk specifically about the Town website. Yes, we can do it. I just need to figure out the best way. Mr. Kelly – Time is running short; we do need to get information / drone video from Hillwood.

Mr. Moore – I have a couple of thoughts. When responding on Social media, I thought originally, we should go through Carver website first; that's two extra clicks we may not need. Why don't we send them directly to the new webpage? On the RDA homepage, we will have a link to the Carverma page. We will still have the tab on the Carver page. Ms. Clarke – Any way to keep track of users and where they go? Mr. Kelly - *Analytics* can give you all that information. Ms. Leighton – Can we keep a "subscriber" list, to keep people informed. Mr. Kelly – We could set up something to send an email, but I think Savery felt it should just refer back to the website. Mr. Moore – I do not feel like we should collect email addresses. Mr. Kostas – What about an auto reply? Mr. Moore – Why do it in the first place? We are not a company that has staff to monitor. We will have a "What do you

want to ask the RDA” under FAQs; that is where it should go. Mr. Kostas – When they are typing in a question, can we have predictive text that brings up pertinent previously asked questions? Mr. Moore – The search box should accommodate that. Mr. Kostas – If they ignore the search box, can we have the same functionality where they ask a question? Mr. Moore – Could we do that in both? Mr. Kelly – I can look into that. Ms. Leighton – I like having that in both areas. Mr. Kostas – I am trying to think ahead. Right now, there is a reasonable number of questions to review but in the future, it may be too much for people to look at. Mr. Moore – How difficult is predictive text? Mr. Kelly – There is a lot to it; I can look into it.

Mr. Moore – Paul mentioned the YouTube channel. I feel this is relatively simple what you have done. Mr. Kelly – I bring this up just because there are some people that are YouTube people. Mr. Moore – They can still navigate this. I am worried about those that aren’t familiar with YouTube and have a fear of missing out.

Mr. Moore – Giving “Feedback” on a project is concerning to me. We don’t want people directing the project. Mr. Kostas – I don’t think we can monitor and reply to feedback. Mr. Moore – Questions can be asked under FAQ. Mr. Kelly – If there is a way to prioritize the more popular ones to the top. Mr. Moore – I think a better way to do that is to categorize them (traffic impact, etc.).

Ms. Clarke – Is there any sense of a launch date? Mr. Moore – It’s better to get something out there that is not perfect than not to get it out there. Mr. Kelly – Yes, whatever you need. I still need it reviewed. You have not seen a lot due to losing Wi-Fi tonight. If you are set with the format/architecture, then we can do that. Mr. Moore – I think it’s important to get it out there as soon as possible. We can continue to tweak it as we go. Ms. Clarke – Do we need a drop down dedicated to Town meeting? Mr. Moore – What would go there? Ms. Clarke – The articles.

Mr. Moore – The landing page will have all of that. Mr. Kelly – As we get closer, we could have a Town Meeting information packet available. Mr. Moore – We can’t post the article until it is approved.

- Update from KPLaw review of Zoning by-Law proposals/ Due date of 12/20 for Warrant –

Ms. Clarke – Still no update tonight. Right now, we have to go through Rick first.

Update on 90 Forest Street / KPL request for review of P&S –

Ms. Clarke - Jack Williams has dropped out and advised that we could keep the deposit. We spent a lot of money just taking ownership on this property. Johanna reviewed the contract and noted that there was a process for that; we need to process a release. I emailed KPLaw and have still not heard back from them. We have an end date of 12/31. Ms. Leighton – We have a lawyer, Kathleen O’Donnell. Johanna read the email that she sent to Sharon, this evening. Kathleen will be sending us a letter of engagement. Her fee is \$150/hr. She agreed to attend one of our meetings to introduce herself. She did work for KPLaw. The RDA can acquire some land and we can have her. We will then be able to reengage with Brenda Titus as the real estate agent. Ms. Clarke – The North Carver Project has been taking most of our time. Ms. Leighton – She mentioned TOPS, I asked Kathy Kay about. She said that Will Sinclair never responded. She mentioned more properties coming up. We should build our treasury with land that we can acquire from the Town. Once January comes, I want to stay very close to TOPS.

Motion to accept Kathleen O’Donnell to handle P&S for 90 Forest Street: Mr. Moore

Second: Mr. Kostas

Approved: Unanimous (5-0)

Mr. Meagher voiced concern over varying interpretations with KPLaw and Ms. O’Donnell. We are also dealing with Town Administrator office changes. Ms. Clarke – The diversity in opinion will be thoroughly checked out. Ms. Leighton – She is a municipality lawyer. Ms. Clarke – If there is a seat at the TOPS table, we can discuss that in January.

Treasurer’s Report:

The balances, in the following accounts, are as of November 2021.

- Checking - \$5788.09
- Urban Renewal Plan Account - \$ 4,758.11
- Savings Account - \$29,324.09
- Money Market , Hillwood Review Fee Account - \$15205

Discussion -

Mr. Meagher – Going forward, I will reconcile on a monthly basis and forward via email to the Board members.

Motion to accept the Treasurers Report: Mr. Kostas

Second: Mr. Moore

Approved: Unanimous (5-0)

Minutes –

November 16, 2021 Minutes will be voted on at the next meeting.

Members Comments:

Nothing tonight.

- Ms. Clarke –
- Mr. Moore –
- Mr. Meagher –
- Mr. Kostas –
- Ms. Leighton -

Next Meeting:

Ms. Clarke - Someone should be available for the 12/21 Select Board meeting. We should also consider a joint meeting.

Our next scheduled meeting is on December 14, 2021 at 6:00 PM, Room – 1

It was noted that Mr. Kostas will be unable to attend the December 14 meeting.

Adjournment:

Motion to adjourned at 8:15 PM: Mr. Moore

Second: Ms. Leighton

Approved: Unanimous (5-0)

Exhibits

A: Agenda

B: Treasurers Report