



## City of St. Marys Masterplan

Master Plan Steering Committee (MPSC) Meeting #2

December 3, 2015

6:00 PM – 8:00 PM

### Meeting Summary

#### ***Attendees:***

Joseph Antao  
William DeLoughy  
Tanya Glazebrook  
Joseph Holler  
Fred Mercier  
Michael Rich (PC)  
Elaine Powierski (CC)  
Steve Howard (Co)  
Robert Divine  
Kenneth Lyons (Alternate)

#### **1. Call to Order**

Meeting called to order at 6 by Mike Rich. Quorum was present.

#### **2. Revisions to Ground Rules (See Attachment 1) - Mike Rich**

Group consensus to adopt the revised ground rules.

#### **3. Report from Jeff Adams**

- **Planning from the city's perspective**

Jeff discussed the City's intention with the master plan project and why the city selected EPG. There was no preconceived notion on what the expected vision is going to be. Jeff discussed the schedule and the difficulty in getting all the information described in the scope completed during the 18 month timeframe. EPG was selected because the company does great work and has a lot of coastal experience. The City and staff want to give the steering committee as much freedom as possible, but keeping with the tasks, schedule, and existing scope of work. As such, the MPSC needs to make the most efficient use of each meeting since there is so much work to fit into the 18-month timeframe. The City intends to involve the MPSC as much as possible, but using the professional resources at the City and provided by the consultant. Jeff explained that the goal moving forward is to allow EPG to define the next steps and have the MPSC help get there.

At the conclusion of the process, the question was asked how long Council need to review of the zoning ordinance before adoption. The master plan process and the zoning process will be 2 parallel processes. The zoning code will be reviewed in conjunction with the visioning process. The community vision will need to be done within the next 6 months so the zoning assessment reflects the community vision. Delivering the zoning ordinance for the City's consideration at the end of the 18 month process is likely the course of action. It is impossible to determine how long it will take to get the ordinance adopted, but it should have community buy-in, which might streamline adoption since there will have been so much public involvement.

- **Branding/Logo**

This is just a brand for this process, not the vision for the future. Allows people in the community to recognize this group and the work being completed. Jeff has updated the logos and reviewed with the MPSC.

One St Marys, One Vision adopted as the logo. Jeff to remove 2025.

## **5. Master Planning 101 presentation by EPG and the MPSC's process in researching, preparing and delivering the Plan to the City – Courtney Reich**

EPG gave brief presentation on master planning process, and a hard copy of the presentation was provided to the MPSC. EPG discussed the deliverables to expect as the City and MPSC move through this process. Some of the minimum requirements relate to the Department of Community Affairs (DCA) Comprehensive Plan requirements. The Camden County Joint Comprehensive Plan is due to the DCA in October 2018. This process will produce a plan that meets the state planning requirements.

The question was asked "Where do we see the MPSC and our expectation of them?" EPG answered with the following:

- MPSC will be asked to help with data gathering and getting information that might not be as readily available to the consultant team.
- MPSC will be a great resource to use for citizen involvement and may know the best way to reach out to various groups in the community, in particular, groups that might not traditionally participate.
- MPSC is also a resource to get the word out and get the community excited and involved in the project and events.
- EPG will organize the information collected and public input received. EPG will present to the MPSC to determine if this information accurately reflects the overall sentiments of the community.
- Public information will be presented and the MPSC will help determine and define the goals and action items based on the data.

## 6. Community Outreach – Courtney Reich

Courtney described the types of public outreach and presented a table describing the various types of public outreach to the MPSC. Courtney will email the table out to the group for their use. Public Involvement activities that were discussed are listed below.

- One-on-one interviews
- Workshops/Mini-Charrettes
- Presentations
- Hand Outs
- Survey
- Web Page & Social Media
- Children’s Art Contest
- Media Campaign
- Web-Based GIS site

Courtney suggested that the MPSC could assist with one-one interviews with key stakeholders and that they could also present on the Master Plan to various civic organizations that they are involved with. It will be important to keep the interviews short, concise and standardized, so the responses can be better analyzed. These same interview questions could also be used as the basis of the web survey so that the answers are comparable.

The MPSC decided that their priority for public involvement is to form a sub-committee for gathering interview questions and web survey questions organized. The goal is to have a draft of these questions together by the January meeting. The subcommittee will meet prior to the next meeting to discuss these items.

Courtney also asked that the MPSC will brainstorm the target audiences for the various types of public involvement and which methods would be the most effective at reaching the different sectors of the community. She will provide the Public Involvement Table to the MPSC so that they can fill in the audience at their steering committee meeting. Courtney provided a hard copy of the Port Wentworth Web survey for the MPSC’s review and offered to provide additional examples of survey questions. Jeff agreed to provide the survey questions used for the Downtown Renaissance Plan interviews. Courtney provided the group with the list of key stakeholders and focus groups that were interviewed as part of the Downtown Renaissance Plan.

The MPSC also decided to set up a Master Plan informational booth setup at the Marti Gras festival. Chair and Vice-chair will coordinate with EPG and City to determine best approach for this event.

The MPSC also decided to move forward with the Children’s Post Card Art Contest. Fred offered to lead this exercise and will work with the City and EPG to coordinate this event.

## **7. The MPSC's vision for the Master Plan – Joe Antao**

Joe presented on the Master Plan process and touched on the following subjects:

- Thoughts on how sub-committees can be involved in various parts of the projects.
- How should sub-committees be set up to help with this process

Joe agreed to send out his presentation for the group to review. The MPSC will then decide how different sub-committees might be used to help EPG and the City produce the best product. Joe recommended the development of a Media Plan to describe how the City will engage and reach out to the local media as part of this process.

The MPSC discussed having additional meetings without City and EPG to discuss various items to develop a better understanding of roles in the project, and the first of these meetings was scheduled for December 28<sup>th</sup> at 10AM in the City Council Chambers.

## **8. Public Comment**

No public comment

## **9. Adjournment**

Next meeting is scheduled for January 7<sup>th</sup> at 6:00 PM at the Senior Center.

## **10. Consider and recommend name for new alternate member to City Council – Mike Rich**

The MPSC expressed concern that there is no minority representation currently on the committee. The group discussed the importance of reaching out to this part of the community. There was also discussion of other community groups that should be considered, such as renters.

MPSC discussed waiting to appoint an alternative until the MPSC determines which segment or skill set missing or needed. MPSC will make a recommendation to ask for more time (1 month), to better review the application pool to determine if the committee needs or could benefit from more diversity.

## **10. Homework Assignments**

- Interview and Survey Questions: Elaine Powierski, Bill DeLoughy and Joe Holler will be preparing a proposed set of interview questions and survey questions that we can use for obtaining public input.

- Fred Mercier will begin coordination on the children's post card art contest. It will be directed towards the elementary and middle schools. Fred will work with Jeff and EPG on this.
- Joe Antao and Mike Rich will start working with Jeff Adams to formulate plans for using various forms of media to get out the message on master planning.
- Volunteers to reserve a booth at Mardi Gras and to plan for manning the booth as well as coordinating handouts, the coloring contest, etc. If anyone would like to volunteer and get started on that, please contact Jeff.
- The MPSC has scheduled a work session on December 28<sup>th</sup> at 10AM in the City Council Chambers.