

**MINUTES  
TOWN OF STOW  
COMPREHENSIVE PLAN COMMITTEE  
3rd Floor, Stow Town Building  
January 8, 2024**

**Members Present:** Laurie Burnett (until 7:30PM), Lori Clark, Hector Constantzos, Cortni Frecha, Charles Hartford, Marcia Rising

**Also Present:** Valerie Oorthuys, JM Goldson

**Meeting called to order** by Charles Hartford at 6:31 pm.

**Approval of 11/20/23 Minutes:** Cortni Frecha moved to accept the minutes of November 20th, 2023 as written. Hector seconded. **Roll Call Vote:** Lori Clark- Yea, Hector Constantzos- Yea, Cortni Frecha- Yea, Charles Hartford- Yea, Laurie Burnett-Yea, Marci Rising, Yea

**1. Draft Public Engagement and Outreach Plan**

- a. JM Goldson Facilitated the meeting
- b. Prior to discussing the details of the plan, general questions revisited included:
  - i. How will this process ensure those who don't live in town but are interested or may live in town be included?
  - ii. It was also asked if we will be talking about 7-year and 7-generation goals and imagining as a full community what this might look like, sound like, and feel like to a wide range of representative members of our community.
  - iii. We revisited how important having enough voices and information included.
- c. JM Goldson provided the following slides with their presentation of the Public Engagement and Outreach plan. The committee discussed what should our community engagement goal be. JM Goldson clarified that we would be counting community engagement by how many "touches" to the outreach opportunities provided. The Committee agreed on a goal of 15% of the
- d. Discussion included:
  - i. How can we be sure we are getting a representative group of residents to participate in our engagement opportunities? If so, how would we do this? The committee discussed the common goal of wanting to be sure historically marginalized groups are represented.
  - ii. Ensure collecting input from members of the town to shape the content of the vision and goals in the comprehensive plan.
  - iii. Processes of buying and moving into town less onerous- need to make some changes for the way we welcome people into town- to make it less onerous. How/ will this be captured in our outreach plan?
  - iv. Ultimately, the information collected needs to come under one umbrella, so there is one story.
  - v. Gathering input and making sure we are informing the community clearly and concisely about our goals and the purpose and intent of their participation.
  - vi. We want to make sure we communicate effectively.
  - vii. We want to make sure businesses are included as well, including residents who are business owners.
  - viii. We want the community to know about the process as well as the goals and any specific event.
  - ix. We want to get the word out and recognize easier said than done.

## **2. Discussion of January 17<sup>th</sup> Public Forum**

Kadineyse Paz reviewed the activities and information for each of the five stations of the Open House:

- Station 1: Stow Comprehensive Plan and Engagement Roadmap Boards
  - These boards offer information about the Comprehensive Planning process and details about the project and engagement opportunities.
  - Charlie Hartford agreed to facilitate this station
- Station 2: Stow People Then & Now and Stow Housing Then and Now
  - These boards will offer information from the US Census Bureau
  - Lori Clark agreed to facilitate this station
- Station 3: What are 3 words or phrases that describe what you love most about Stow
  - This board invites attendees to provide written feedback on sticky notes. The feedback will be analyzed by the consultant team and summarized. This will help inform the Committee as to which aspects of Stow are the most loved by attendees.
  - Hector Constantzos agreed to facilitate this station
- Station 4: What are the top issues you hope this plan will address
  - This board invites attendees to provide written feedback on sticky notes. The feedback will be analyzed by the consultant team and summarized. This will help inform the Committee as to which issues facing Stow are thought by attendees to be the most significant.
  - Cortni Frecha agreed to facilitate this station
- Station 5: What questions do you still have about the Comprehensive Planning Process
  - This board invites attendees to provide written feedback on sticky notes. The feedback will be analyzed by the consultant team and summarized. This will help inform the Committee as to which aspects of the process are unclear to attendees and may be used to inform the content and character of later engagement.
  - Marcia Rising agreed to facilitate this station

Kadineyse Paz noted that an event guide will be provided to the Committee tomorrow. The guide will detail roles and logistics ahead of the Open House.

### **Adjournment:**

Cortni Frecha moved to adjourn the meeting. Lori Clark Seconded. Voted Unanimously in favor.

Respectfully Submitted,  
Laurie Burnett