

South Berwick Comprehensive Plan Committee
April 10, 2023
(Short Zoom Meeting)

MINUTES

Paul Schumacher	SMPDC	pschumacher@smpdc.org
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Nora Gibson	Recording Secretary	gibson.nora.p@gmail.com
Deb Ganster	Committee Member	djganster@yahoo.com
Chris Harris	Committee Member	chrisbharris@gmail.com

Committee Members Not Present: Elita Galvin, Jeff Minihan, Jack Kareckas, Scott McPhedran, Jonathan Donahue

- This meeting is focused on planning the Focus Groups scheduled for the end of the month. The main priority is finalizing details to send to potential participants.
- Format for Focus Groups
 - Group Interviewing is the most common format and consists of structuring the discussion around a set of questions, while also allowing for organic conversations to take shape among participants.
 - Jess also suggested using a SWOT analysis to help structure the discussion, which the committee was particularly supportive around.
- Meeting Preparation for Participants
 - The previous Comprehensive Plan would likely be too much detail to send out
 - Current drafts of Chapters would be more appropriate to share
 - Question: Should we share the “Goals, Policies, Strategies” section (53 pages long) with participants?
 - While extensive, it does provide a thorough overview of the thought process
 - Reminder: The committee’s responsibility is to produce “Goals, Policies, Strategies,” it is not the objective of the Focus Groups
 - The Focus Group is aimed at gathering nuanced, expert perspectives, so we want to be careful not cloud the conversation with too much of our own information
 - After some discussion, the committee decided to share current Chapter drafts specific to the Focus Group’s topic, but will offer additional materials like the “Goals, Policies, Strategies” for those that are interested
- Day-Of Logistics:
 - Most people have said that they would prefer in-person, but are open to Zoom as well
 - Town Hall policy is such that we cannot hold Zoom meetings moving forward, except in cases of illness. Meetings should generally be in-person from now on.
 - If too many committee members participate, then the meeting constitutes a quorum and must be open to the public, which may hinder the ability for the Focus Group to be a place for “open and honest” discussion
 - Committee members are limited to no more than 2 per Focus Group
- Committee reviewed the “Process Agenda”

- Introductions will be followed by a brief overview of the current Comprehensive Plan
- The discussion (55 minutes) could be more traditional or center around a SWOT analysis
 - Committee decided to use SWOT as the main structure for discussion, but will have questions prepared to facilitate organic conversations as well
 - Suggestion: Participants could brainstorm 'Strengths' and 'Weaknesses' prior to meeting, to focus efforts on 'Opportunities' and 'Threats' while together
- Raegan will send official invite email to participants with background information and preparation homework next Monday
 - The meeting will be in-person, with the option to Zoom for those that need it
 - Denise volunteered to manage Zoom, so that Raegan can focus on facilitating the Focus Group
 - SPDMC will bring in another staff member to record minutes (Nora may not be available)
- Committee can send Raegan questions to help guide conversation
- Big thanks to Raegan for all her work on organizing these Focus Groups!
- Some discussion was started around the topic of Climate Change. Other towns are starting to include it in their comprehensive plans. The committee will explore if it warrants its own chapter or how else to include it in our Plan.

Meeting adjourned at 7:30pm.

Attest:

A handwritten signature in black ink, appearing to read 'Nora Gibson', written over a horizontal line.

Nora Gibson, Recording Secretary