



Town of Southwick

Master Plan Advisory Committee



MINUTES

April 7, 2022, 7:00 p.m.

**Joint “Hybrid” Meeting of the Master Plan Advisory Committee and the Planning Board:
In-person at the Town Hall Auditorium, Southwick Town Hall, 454 College Highway,
Southwick, MA and also open for participation via Zoom (*Per the Chapter 20 Acts of 2021*)**

Written Minutes

(Not verbatim - comments can be heard on recordings available at www.southwickma.org)

MEMBERS IN ATTENDANCE:

PLANNING BOARD MEMBER & MPAC MEMBER Marcus Phelps
PLANNING BOARD MEMBER & MPAC MEMBER David Spina
SELECT BOARD MEMBER Doug Moglin
DPW MEMBER Randy Brown
AGRICULTURAL COMMISSION MEMBER Burt Hansen
CONSERVATION COMMISSION MEMBER Dave MacWilliams
OWNER OF TOWN BUSINESS Scott Lamon, Tynic Landscaping
RESIDENT Dorrie Boyd
RESIDENT Jessica Whitmore Parker
STUDENT REPRESENTATIVE MEMBER Maria Michael
STUDENT REPRESENTATIVE MEMBER Lucas Caron

TOWN STAFF:

TOWN PLANNER Jon Goddard
PLANNING BOARD SECRETARY Meghan Lightcap

ABSENT:

PLANNING BOARD CHAIR & MPAC MEMBER (*ex officio*) Michael Doherty
PLANNING BOARD MEMBER Richard Utzinger
PLANNING BOARD ASSOCIATE MEMBER Jessica Thornton
PLANNING BOARD MEMBER David Sutton
RESIDENT Maryssa Cook-Obregón
PARKS & RECREATION COMMISSION MEMBER David DeiDolori
LAKES MANAGEMENT COMMITTEE MEMBER Norm Cheever

ECONOMIC DEVELOPMENT COMMITTEE MEMBER Amber Bach
SCHOOL COMMITTEE MEMBER Patrick Jubb
FINANCE COMMITTEE MEMBER Aleda DeMaria
RESIDENT Roz Terry
RESIDENT David Massai

Also attending the meeting were 4 members of the public and several people identified on Zoom.

The joint “hybrid” meeting of the Southwick Planning Board Master Plan Advisory Committee (hereinafter referred to as the MPAC) was scheduled to take place via Zoom and in-person at the Town Hall Auditorium and was called to order at 7:00 p.m. by Mr. Phelps. He stated that the meeting was being recorded, asked if anyone else was recording the meeting, and asked if all persons could hear via Zoom.

1. Roll call for attendance of Committee Members

Mr. Phelps noted that there was no quorum of the Planning Board at this meeting.

2. Public Comments and Dialogue

Resident Diane Gale said that the committee talked about survey questions at the previous meeting and had several things listed like land use and zone changes at the top of the list of importance. She also said she worked with the Planning Board on a bylaw change headed to the Annual Town Meeting for a resident vote. One component was size caps which the Planning Board did not include. She said, in her research other communities have implemented this type of bylaw with lower caps. Ms. Gale said she did some informal polling on social media and her guess is some 60% were in favor of a cap. She feels her results prove the importance of this cap and that the committee must include cap size in the survey. Ms. Gale also feels the Open Space and Recreation Plan is not current and should be looked at.

3. Master Plan Consultant Comments

Ken Comia of Pioneer Valley Planning Commission said he met with Jon Goddard and Maryssa Cook-Obregon at the Town Hall to discuss the public outreach information that Maryssa was working on.

4. Old Business

Review Draft Community Survey. Mr. Comia told the committee that this draft was going to be one of the hardest parts of the Master Plan. Mr. Comia said the group needs to decide how specific they want to be on the zoning bylaw changes. He shared his screen to show a mockup survey and said every survey starts with a note to the community then goes to the questions. Ms. Boyd asked if this would be available in different languages and he said it’s up to the Committee but that carries an extra fee. Mr. MacWilliams asked if they would send the survey to Non-Resident Southwick business owners and Mr. Moglin said that they should. Mr. Comia said there will be components like economic development in the plan and it would be helpful to have

that input. Mr. Hansen asked if they should indicate to residents how long the survey is and also asked to have the value amount taken off of the low-income housing. Mr. MacWilliams suggested adding off-road vehicles because they have a motorcycle track and also alternate energy powers. Ms. Boyd suggested adding more child-friendly activities to the survey.

a.

- b. Discuss Additional Community Survey Questions. Mr. Comia suggested additional questions should be discussed in breakout rooms and focus groups at a later date. Mr. Phelps asked Mr. Comia if he would be updating the survey and providing it to the committee and he said yes, he would do that and share a link to the latest version of the survey.

5. New Business

- a. Review draft public outreach information. Ms. Boyd shared her screen showing a marketing and community outreach plan and then explained it. The Committee decided on “Southwick 2040, Creating Our Future” as a title for the Master Plan. She showed a sample pamphlet to the Committee and they discussed what they liked and did not like. Mr. Phelps said he would like to add an aerial photo of a subdivision, a photo of Congamond Lake and a solar farm. Ms. Boyd showed a mascot picture of a cartoon figure drawn in the shape of the town who the Committee would like to name “Jog”. The group liked this and discussed a few minor changes to it. Mr. Comia showed some previous Town websites the Pioneer Valley Planning Commission had done for their Master Plans. Mr. Phelps suggested that the group send any feedback about it to Ms. Cook-Obregon. Ms. Boyd asked if the group wanted to make a Facebook page with comments turned off and Mr. Phelps said they had previously agreed that it would be fine to do. She asked the group to get their comments to Ms. Cook-Obregon by Tuesday.
- b. Schedule meetings and events for public outreach. Mrs. Terry, who coordinated the Town events calendar, was not at the meeting so Mr. Phelps spoke up and said the closest event is the Art show on the 23rd and he would like to have a table set up. Mr. MacWilliams recommended Ms. Cook-Obregon put together a final product so it can be done by the next meeting and Mr. Phelps said Mr. Goddard can create something for the Art Show. Ms. Boyd said they should stay “On Brand” with the pamphlet they discussed and Mr. Goddard would not be able to create that in time for the Art show.
- c. Prepare a 2022 calendar of Master Plan milestones. Mr. Phelps asked Mr. Comia to develop key milestone dates for the Master Planning tasks to be available at the next meeting.

- d. Referral from Select Board regarding trucks. Agenda item was deferred to the April 21, 2022 meeting.

6. Routine Business

- a. Approval of March 17, 2022 minutes

A **MOTION** was made by Mr. Moglin and **SECONDED** by Mr. MacWilliams to approve the Meeting Minutes of March 17, 2022.

The motion passed by majority vote.

- b. Committee Member Comments. None

*Being no further business to be brought before the committee, A **MOTION** was made by Mr. Moglin and **SECONDED** by Mr. MacWilliams to close the meeting at 9:25 p.m. The motion passed unanimously.*

The Next Scheduled Meeting is April 21st, 2022.

Respectfully submitted,

Meghan Lightcap
Planning Board Administrative Assistant

Marcus Phelps

Jessica Whitmore Parker

David Spina

Doug Moglin

Randy Brown

David DeiDolori

Burt Hansen

Dave MacWilliams

Norm Cheever

Patrick Jubb

Aleda DeMaria

Amber Bach

Scott Lamon

Dorrie Boyd

Roz Terry

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Maryssa Cook-Obregon

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