



Town of Southwick

Master Plan Advisory Committee



MINUTES

August 4, 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
SELECT BOARD MEMBER Doug Moglin
DPW MEMBER Randy Brown
AGRICULTURAL COMMISSION MEMBER Burt Hansen
LAKES MANAGEMENT COMMITTEE MEMBER Norm Cheever
OWNER OF TOWN BUSINESS Scott Lamon, Tynic Landscaping
RESIDENT Roz Terry
RESIDENT Dorrie Boyd
RESIDENT Jessica Whitmore Parker
RESIDENT Maryssa Cook-Obregón
STUDENT REPRESENTATIVE MEMBER Lucas Caron

TOWN STAFF:

TOWN PLANNER Jon Goddard

ABSENT:

PLANNING BOARD CHAIR & MPAC MEMBER (*ex officio*) Michael Doherty
PLANNING BOARD MEMBER Richard Utzinger
PLANNING BOARD MEMBER David Sutton
PLANNING BOARD ASSOCIATE MEMBER Jessica Thornton
PLANNING BOARD MEMBER & MPAC MEMBER David Spina
PARKS & RECREATION COMMISSION MEMBER David DeiDolori
CONSERVATION COMMISSION MEMBER Dave MacWilliams
SCHOOL COMMITTEE MEMBER Patrick Jubb
FINANCE COMMITTEE MEMBER Aleda DeMaria

ECONOMIC DEVELOPMENT COMMITTEE MEMBER Amber Bach
RESIDENT David Massai
STUDENT REPRESENTATIVE MEMBER Maria Michael
PLANNING BOARD SECRETARY Meghan Lightcap

Also attending the meeting were 3 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 7:02 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 Comment and Dialogue

None

3. Old Business

- a. Status of Community Survey Responses. Mr. Comia said he sent a status report on survey responses to Mr. Goddard and he shared that information with the committee members. The document gave a total number of respondents and broke it down by age; the total on the document was 345 and with some updating the day of the meeting the number is now up to 369. He showed a graphic with the age breakdown; the lowest numbers being under the age of 29, and he also showed a map with the addresses of respondents. Mr. Phelps noted that Granville Road did not have a lot of responses as well as the southern part of town, although there are not a lot of houses in that area. Mrs. Terry said that they are doing well as far as respondents as the town meeting doesn't pull this much activity to vote. Mr. Caron suggested sending this via school email when school is in session to get more response from the under 19 age group. Ms. Cook-Obregon suggested an after school gathering with refreshments to get the students to take the survey. The committee members made several more suggestions for getting more activity from the school age residents.

Mr. Moglin pulled up the data from the 1996 survey and said it was mailed out to 1 of every 6 households, sending 450 surveys and they received 198 back.

- b. Community Survey Publicity. Mr. Phelps said Ms. Cook-Obregon had been given the go ahead to do a couple of signs and another advertisement in the Southwoods Magazine. The Committee discussed placing the signs at the end of Feeding Hills Road where it intersects College Highway and the other sign in front of the old town library, Mr. Lamons property on College

Highway. Mr. Phelps also suggested putting a message on the Town Crier bulletin board and at the end of Sheep Pasture Road on Depot Street. They decided to put the signs out at Route 57 and the old library for two weeks and then move them to different locations. The committee members discussed advertising at the Southwick Inn Block party as well as Moolicious, the Notch gas station and the Town Transfer Station. Mr. Phelps asked Mr. Goddard to put the towns' digital sign at the far parking lot of the Southwick Inn and after more discussion they decided it would be better to put it at Powdermill Road at the intersection.

Ms. Rolland suggested incentivizing survey takers to generate a better response. The committee members discussed several different ideas to generate more response. Sage Fury of 91 Granville Road suggested creating a hotline for people to call into if they need help filling out the survey. Mr. Phelps said they do have the Planning Board office number available for questions and Mr. Goddard said that to date he had received 4 phone calls. Mr. Phelps said they will be doing a Code Red robocall to the Town in August and that will give detailed instruction on filling out the survey. Ms. Boyd suggested placing yard signs around town and Mr. Moglin said they should just say Southwick 2040.com on them and nothing else and the committee agreed with this.

A **MOTION** was made by Mr. Moglin and **SECONDED** by Mrs. Terry to authorize the purchase of 12-20 yard signs.

The motion passed unanimously.

4. New Business

- a. Select Dates for Community Meetings. Mr. Phelps said that on September 24th the Friends of the Library are having an arts and crafts show at the town hall. Committee members discussed other dates in September and October as there are a lot of events going on in town and that can present a conflict.
- b. Design of Focus Groups and Visioning Sessions. The committee decided to lean toward October 13 and 15 tentatively with childcare arrangements made for people. Ms. Terry suggested talking to the drive through businesses in town as well to add signage.

5. Routine Business

- a. Approval of June 16, 2022 and July 21, 2022 minutes.

A **MOTION** was made by Mrs. Terry and **SECONDED** by Mr. Brown to approve the Meeting Minutes of June 16, 2022 and July 21, 2022.

The motion passed by majority vote.

- b. Committee Member Comments. Mr. Moglin said that the Master Plan survey is not mentioned on the Channel 15 access channel. So adding some information along with the Master Plan link to the survey might be a good call to action.

*Being no further business to be brought before the committee, A **MOTION** was made by Mr. Moglin and **SECONDED** by Mrs. Terry to close the meeting at 8:15 p.m. The motion passed unanimously.*

The Next Scheduled Meeting is August 18, 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

David Massai

Maryssa Cook-Obregon

Lucas Caron

Maria Michael