



# *Town of Southwick*

## Master Plan Advisory Committee



### MINUTES

**August 18, 2022, 7:00 p.m.**

**Joint “Hybrid” Meeting of the Master Plan Advisory Committee and the Planning Board:  
via Zoom (Per the Chapter 20 Acts of 2021)**

#### **Written Minutes**

(Not verbatim - comments can be heard on recordings available at [www.southwickma.org](http://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  
PARKS & RECREATION COMMISSION MEMBER David DeiDolori  
AGRICULTURAL COMMISSION MEMBER Burt Hansen  
CONSERVATION COMMISSION MEMBER Dave MacWilliams  
LAKES MANAGEMENT COMMITTEE MEMBER Norm Cheever  
SCHOOL COMMITTEE MEMBER Patrick Jubb  
RESIDENT Jessica Whitmore Parker  
RESIDENT Maryssa Cook-Obregón  
STUDENT REPRESENTATIVE MEMBER Maria Michael

#### **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  
FINANCE COMMITTEE MEMBER Aleda DeMaria  
ECONOMIC DEVELOPMENT COMMITTEE MEMBER Amber Bach  
OWNER OF TOWN BUSINESS Scott Lamon, Tynic Landscaping  
RESIDENT Dorrie Boyd  
RESIDENT Roz Terry

RESIDENT David Massai  
STUDENT REPRESENTATIVE MEMBER Lucas Caron  
PLANNING BOARD SECRETARY Meghan Lightcap

Also attending the meeting were 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 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 Comment and Dialogue

None

3. Old Business

- a. Status of Community Survey Responses. Ken Comia of Pioneer Valley Planning Commission said that as of that evening there were 455 responses. He said 27 of those responses were for those under the age of 30, 5 under the age of 20 and 62 between the ages of 60 and 69. Mr. Comia said that 30 people had filled the survey out since Monday. Mr. Goddard said we had received another 14 paper copies back.
- b. Community Survey Publicity. Mr. Phelps said that Southwoods Magazine had a quarter page advertisement in the latest edition. It had a QR code that linked users directly to the survey. Committee Member Maryssa Cook-Obregon also wrote an article about the Master Plan and it was in there as well. He said the Pennysaver had a repeat of the committees’ press release in it a week ago and there was also a brief news spot on Channel 3 TV: Western Mass town to town that showed pictures of places in town. In addition to that, there is an ad running on the digital sign at Moolicious referring to the Master Plan. There is also have a sign at the Town transfer station. Mr. MacWilliams said there are constant updates on the Facebook page as well. Ms. Cook-Obregon said she had started sharing posts daily on Facebook and also noticed a lot of shares that call out to folks under the age of 30 which seems to be helping as shown by the numbers that have come back. Mr. Phelps said they did get 20 lawn signs as well. Mr. Goddard said he would share Mr. Cheever’s PowerPoint presentation to all other Committees and Boards at the Town Hall. Mr. Cheever said he did share the PowerPoint with the Citizens Restoring Congamond and asked if he could share the survey with a Connecticut residence that rents a slip at Saunders Boat Marina and Mr. Phelps said that would be fine. Mr. Goddard shared Mr. Cheever’s neighbor letter that he had written to pass out to neighbors and Mr. Cheever suggested the other

Committee Members use it and share as well. He also shared the Town employee letter he wrote and the group suggested sending it to the Police and Fire Departments as well to share. Finally Mr. Cheever shared his team leader letter which was geared toward department heads. Mr. Phelps suggested holding a “Standout” at the transfer station this Saturday for Members to stand outside and try to generate some interest. Mr. Brown said that would be fine and had no issue. Several members volunteered to stand out there with signs and brochures. Mr. Goddard said he would contact the IT department and have a Code Red robo call set up.

4. New Business

- a. Design of Community Meetings. Mr. Phelps said October 13, which is a Thursday evening, and October 15 which is a Saturday morning are scheduled for the meetings. There will be in-person and Zoom sessions for the Community Visioning Sessions. Mr. Comia said the meetings are usually 2 hours and they summarize what a Master Plan is; he will present that. Mr. Phelps said he spoke with Barb Westcott and she’s willing to organize childcare for these dates in the Community Center at the Town hall.
- b. Design of Focus Groups and Visioning Sessions. These will be planned for after the Community Visioning Sessions.

5. Routine Business

- a. Committee Member Comments. Mr. Moglin asked if there were any other alternatives to social media for the younger than 25 age group. He read a survey saying that age group doesn’t use Facebook. Student Member Maria Michael said she does not use Facebook and she doesn’t think her peers do either. She said they could use an Instagram account perhaps through Comcast, as that is what the school does. School Committee Member Patrick Jubb said he could ask Superintendent Jen Willard to email families about the survey and utilize the school's Instagram account.

*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 8:16 p.m. The motion passed unanimously.*

*The Next Scheduled Meeting is September 8, 2022.*

Respectfully submitted,

Meghan Lightcap

Planning Board Administrative Assistant

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Marcus Phelps

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Jessica Whitmore Parker

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David Spina

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Doug Moglin

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Randy Brown

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David DeiDolori

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Burt Hansen

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Dave MacWilliams

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Norm Cheever

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Patrick Jubb

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