



# *Town of Southwick*

## Master Plan Advisory Committee



### MINUTES

**March 17, 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](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  
FINANCE COMMITTEE MEMBER Aleda DeMaria  
OWNER OF TOWN BUSINESS Scott Lamon, Tynic Landscaping  
RESIDENT Dorrie Boyd  
RESIDENT Roz Terry  
RESIDENT Jessica Whitmore Parker  
RESIDENT Maryssa Cook-Obregón  
STUDENT REPRESENTATIVE MEMBER Maria Michael  
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 ASSOCIATE MEMBER Jessica Thornton

PLANNING BOARD MEMBER David Sutton  
ECONOMIC DEVELOPMENT COMMITTEE MEMBER Amber Bach  
SCHOOL COMMITTEE MEMBER Patrick Jubb  
PLANNING BOARD SECRETARY Meghan Lightcap

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

*No comments received or presented.*

3. Master Plan Consultant Comments

Ken Comia of Pioneer Valley Planning Commission shared some insight after having a conversation with Mr. Goddard and he suggested branding to him, such as having a particular tagline. Mr. Comia said the student representatives had used the term Imagine Southwick in their presentation and it would be useful to have those logos, taglines and titles together as they started working toward a pamphlet and other similar tasks. Mr. Phelps said they do have the initial notebook Pathway to the Future that was handed out in the beginning that could be useful. A member asked about the projected timeline for the questionnaire and Mr. Phelps said he was looking at May. Mr. Comia said as committee finalizes questions he would be happy to provide assistance and May seems like a good timeline for a 15 minute survey; paper and electronic. He said this is one of the hardest things to get through for the project. He suggested pairing it with the marketing efforts would also be helpful. Ms. Cook-Obregon asked about the branding and layout and making the questions on the survey more approachable and Mr. Comia said you can definitely format the questions to seem like less of a quiz in the way that you phrase the questions.

4. Old Business

- a. Committee Member Knowledge, Skills and Abilities. Mr. Phelps asked the members of the committee to say where their areas of interests were in working on the committee.

- b. Potential Community Survey Questions. Mr. Goddard shared his screen and showed the survey questions that had been compiled and discussed them with the group. Mr. Phelps then went over each question score and whether it should be used or not. He also discussed the additional questions the committee members suggested.

5. New Business

- a. Calendar of meetings and events for outreach. Mrs. Terry told the committee that she put together a calendar and sent a copy to Mr. Goddard. She said the key is going to be that committee members know what they are saying when they attend and represent the MPAC. Mr. Phelps said the challenge is going to be to have something to hand out to people in April as marketing materials will probably not be available until May.
- b. Development of a pamphlet on the Master Plan. Mr. Phelps asked Mr. Goddard, Ms. Terry and Ms. Cook-Obregon to meet with Mr. Comia to get something written to bring to the next meeting that the MPAC could vote on. Ms. Rolland suggested that they make sure to use Southwick in the brand title. She also suggested using “did you know...” as taglines on advertisements and use the 1980’s through 2000’s changes as an example.
- c. Prepare a matrix of Imagine Southwick trends. Mr. Goddard shared his screen to show the Plan, Park, Action, or Adapt (PAPA) matrix for trend prioritization. Mr. Phelps then went into detail on the trends that were listed in this matrix and read them to the committee members, who then said where they felt they should land within the PAPA matrix. Ms. Rolland gave the Committee some additional thoughts on this matrix and told them they did a great job on it.

6. Routine Business

- a. Signing of February 3, 2022 Minutes
- b. Approval of March 3, 2022 minutes

A **MOTION** was made by Mr. Moglin and **SECONDED** by Mr. MacWilliams to approve the Meeting Minutes of March 3, 2022 as amended.

The motion passed by majority vote.

- c. Committee Member Comments. Ms. Whitmore-Parker asked how the MPAC would get from the suggested survey questions and PAPA matrix to a rough draft by the April 7<sup>th</sup> meeting. Mr. Comia said there would be additional questions and restructuring done that will address these various elements of the plan. It will be easier when its one document to be shared with the group.

Mr. Phelps asked him if he would be able to provide a draft before the next meeting and he said yes.

*Being no further business to be brought before the committee, A **MOTION** was made by Mr. Moglin and **SECONDED** by Mr. DeiDolori to close the meeting at 8:56 p.m. The motion passed unanimously.*

*The Next Scheduled Meeting is April 7th, 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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