

## **VISION 21 IMPLEMENTATION COMMITTEE**

### **Minutes, October 6, 2010 (Draft)**

**Present:** Tim Bowman, Jerome Dubois, Sara Masucci, Kevin Heine, Jennifer Page, Michael Sattler

**Absent:** Jane Feinberg, Paul Solomon

**Guests:** Laurie Slap, Wendy Rundle, Mark Paolillo

1. Meeting convened at 7:09

2. Minutes approved

The minutes of the May 13, 2010 meeting were approved unanimously. Tim will see that they are posted.

3. Envision Belmont

Jerome- food; reached out to six outlets with request for donations; will follow up in person this weekend

Sara- money; so far we have \$125, will follow up with phone calls

Wendy- program

Met with George Entwistle earlier this week. He was clear that an eighteen-month plan already exists from Community Dialogue (fall 2009) and therefore there will be limited commitment to “new” suggestions at this time. Need to be sure to clarify existing goals, and expectations regarding suggestions from our event. Laurie Slap (school committee) added goals of the eighteen-month plan are somewhat broad.

Kevin Heine raised a concern that the October event may have moved away from financial focus.

Wendy reviewed the program-

- our meeting isn't a planning process; doesn't really fit into a framework.
- Bulk of meeting will be focused on small group discussion around table topics. People will choose a topic, and they'll be asked to have a conversation about priorities in that area. They will consider what to keep/cut, what new and creative ideas could be employed. Next step will be to consider resources – where do they come from? how do we maximize them?
- Prompts will be provided.

- Very structured instructions, but there is an expectation that comments will vary broadly, some may be high level others may be very specific.
- Each table will have a note taker- will look for areas of consensus. BUT, getting consensus isn't goal.
- Event is half public participation, half content.
- Budgets and taxes piece will not be highly specific – we won't be looking at copies of the budget.
- Planning to have a fact sheet at each table related to the actual budget figures and programs. School's sheet will include goals from eighteen-month plan.
  - At each table there will be the same template for conversations, but there will never be a time that the whole group is discussing the same topic.
  - Anticipate having two to two and half content hours during the event. Would rather have people leaving wishing they had more time to spend on this than feel like they were overwhelmed with too much data/facts. Envision this as an annual event.
  - People are likely to have specific areas that interest them when they arrive.

Tim pointed out that need to consider how Selectmen will respond. Very important that there be some sense of follow through. Maybe work groups, and/or using this as a primer for Selectmen regarding better communication. How can we help the Selectmen respond to this?

- priorities is way for leadership to hear from people, resources is people hearing from leadership
  - people will feel empowered by having the opportunity to share their thoughts and could benefit from hearing about resource challenges

Need to make fact sheets.

- Barbara Hagg has sent lots of data and Liz Allison will send programmatic review docs.
  - Kevin H may take lead on these sheets, he will confirm with Tim.
  - May want to point out the difference between mandated parts of the budget and discretionary funds.
  - Need to be aware of what the true amount of "usable" money actually is.
  - Need to have sheets OK'd by either school dept or Tom Younger/Barbara Hagg.
  - Need to balance how much info about parts of different categories, such as those within general government, are explained in sheets.

Mark Paolillo (Selectman) raised question of whether capital is/should be separate from general government. Should it be a table? Tension about investing in capital projects and operating budget. Agreed it should be a category with a table.

Would be interesting to tease out what people are willing to consolidate/regionalize/cut/etc. This may be for a future meeting

Second half of the event (resources) needs to be closely linked to the priorities

Mark- attended seminar that suggests that you start with the end in mind – in this example, “what do the people want?” “what do people value the most?” Budget is built backwards from these results. As of now Belmont doesn’t measure performance (well); need to do this more.

Tim- example, Cambridge company New Profit. They are developing a metric for how to measure human services. Could be interesting to see how impact is determined. Government could learn from this model.

Our meeting is a public participation exercise. It isn’t meant to produce an explicit plan of action. It is a beginning.

How can we be sensitive – do we need to be sensitive – to the comprehensive planning process? This was about development. Comprehensive plan was about planning around business and residential development; density.

Role of town leaders/department heads

- Will be encouraged to circulate as opposed to join one specific discussion.
  - How can boards get back to people – what can follow through be? Perhaps a report or quarterly newsletter. Mark mentioned the possibility of a BMC monthly program to report out- might be organized by themes and would include more than one board. Envision Belmont could be an agenda item at BOS meetings.
  - Wendy shared a Lexington Vision Committee report. VIC would be willing to help in creation and development of a yearly report card.
  - This sort of data collection could be used to get grant money. With enough support they can become institutionalized.

At event reporting back will have limited time and will be tightly facilitated by Wendy. Reminder will be given that everything will be captured in the notes. There will be a written evaluation.

Website is in great shape. People have been RSVPing. Want to ensure a wide range of attendees. Trying to reach out by precinct- asked Mark for help with 8. Mark will send invite to his supporter list.

## Marketing update

- Michael spoke with Globe reporter who covers Belmont.
  - Flyers are being created and we need to coordinate getting them distributed. Will use flyer format for poster.
  - Michael asked for feedback about design for poster.
    - Likely need to make it less busy for large format.
      - Discussion about language- concerns. The word “campaign” should be changed maybe initiative, project, or program. Decision made to use “program of the VIC...”. Discussion about removing line about “ We’ve seen a budget shortfall...”.
      - Michael will incorporate changes to flyer and circulate.
      - Michael will have copies made at Town Hall.
      - Need to divide up flyer posting locations.

Press releases are out there. Need to post on listserves- timing. Tim has reached out to Deb Lockett to pass invitations to religious council. Low response from Meet Belmont list.

Jerome- need to make sure that we reference neighborhood conversations and newspaper columns.

Michael- could people blog about envision Belmont?

4. Other Business- None at this time

5. The meeting was adjourned at 8:48.

Respectfully submitted,  
*Sara Masucci*