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MEETING DATE: June 11, 2008

ISSUE DATE: June 12, 2008

REFERENCE: Master Plan Committee Meeting  
West Springfield, Massachusetts  
BTI Project No. 1292.01

PRESENT: Ed Sullivan, Chair, Master Plan Committee  
Diane Crowell, Master Plan Committee  
William Whitney, Master Plan Committee  
Chris Nekitopoulos, Master Plan Committee  
Katie Harrington, Master Plan Committee  
Suzanne Schneider, Master Plan Committee  
Cindy Romaniak, Master Plan Committee  
Mr. Richard Werbiskis, West Springfield Planning Director  
Ms. Tracy Adamski, Tighe & Bond  
Ms. Nicole Bourassa, Beals and Thomas  
Ms. Mary McCrann, Beals and Thomas  
Ms. Kristen Wilson, Beals and Thomas

ABSENT: Marco Amato, Master Plan Committee  
Joe Laplante, Community Development Director

PREPARED BY: Nicole Bourassa, Beals and Thomas

COPIES TO: K. Wilson, N. Bourassa, T. Adamski, M. McCrann, Job File, R. Werbiskis, Master Plan Committee

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A West Springfield Master Plan Committee meeting was held on Wednesday, June 11, 2008, to discuss the website, survey, upcoming Public Forum, coloring contest, and next steps.

**DISCUSSION ITEMS:**

1. No minutes were available from the last meeting (May 14<sup>th</sup>) for approval; therefore, the item was tabled to the next meeting. Mr. Richard Werbiskis will have the minutes ready within the next week.
2. The Master Plan website is up and running. Some of the kinks have been resolved including the prevalence of the survey (by coloring it red and making it bold). Comments regarding the website shall be sent to Ms. Tracy Adamski.

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3. Concerns arose regarding the website reference to the Mittineague Park Plan. Ms. Cindy Romaniak questioned whether the plan was officially approved. There were questions with whether it was adopted during the 2000 Master Plan process. Mr. Werbiskis noted the Recreation Commission uses the plan and gives it to community members as a reference material. He will talk to the Recreation Director and Mayor to confirm. Ms. Adamski will confirm the document being discussed is the one linked to the Master Plan website. (The document is only mentioned on the website, a link is not provided.)
4. Publicizing the Master Plan website was discussed. The Committee was asked if they use the town website, and the consensus was every once in a while. The Committee asked if there is a way to get a counter for the website.
5. The survey is up and running on the main town webpage and also on the Master Plan webpage. An article has been in the West Springfield Record and in the Union News regarding the Master Plan. Mr. Werbiskis indicated his goal is to have an article published once a month.
6. The Mayor will be mass-communicating to the West Springfield citizens by a recorded message that will be sent to each household. Originally this message was going to advertise the survey but the consultants asked to also incorporate the upcoming public forum.
7. The Blue Channel will also be used to advertise the survey and public forum.
8. All advertisements will go out as soon as they are ready. Beals and Thomas will prepare the press release for publication.
9. Due to the late start of the Master Plan Website and survey distribution, the survey response deadline has been extended to July 18<sup>th</sup>.
10. Paper copies of the survey will be available at the public forum. The intention of the Planning Department is to also have the survey available by paper or electronic copy at the library. Master Plan Committee members will also publicize the survey to the Rotary Club, Historical Society, Republican, Senior Center, and to the Russian population. Ms. Diane Crowell will coordinate with Ms. Wilson and the Russian interpreter at the Board of Health.
11. The Public Forum will be held at the Auditorium in the J. Edward Christian Municipal Office Building. Mr. Werbiskis has already booked the space beginning at 6 pm. Smaller areas surrounding the Auditorium are available for break-out sessions. Televising the session may be an option but Mr. Werbiskis indicated it is expensive and not in the budget.
12. Notice for the hearing will be posted at the library, emailed through Virtual Town Hall, and added to the mayor's calendar.
13. Baked goods and beverages will be available at the forum. Mr. Werbiskis will check with Costco. Committee volunteers will also bake.
14. The setup of the forum was discussed. The powerpoint was distributed. Ms. Diane Crowell indicated concerns regarding dated demographics. The powerpoint will be emailed to the Committee for review and comment within the week.

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15. Exercise 1 was discussed and changed. Large maps will be exhibited during a coffee hour, starting at 6:30, for citizens to place stickers/dots indicating their favorite and least favorite places. Other ideas, such as graffiti boards were mentioned. Concerns focused on negative and vocal residents that may ruin the exercise. Also, exercises must not get too complicated as residents may not understand the Master Plan process.
16. Exercise 2 was accepted as is. Data and maps will be available to each group as a resource.
17. The format of the Draft Elements was discussed. Committee members agreed that the format must include existing data but focus on how to move forward. Mr. Ed Sullivan will send the consultants the Town Charter and the sheet of transitional items used in the past as an example or guide. Recommendations for the Master Plan must be “implementable” – they must be worded so there is a responsible entity that will be able to move the item to the next level.
18. Katie Harrington and Cindy Romaniak will coordinate the coloring contest, including reaching out to summer camps, the Boys & Girls Club, and library programs. There may not be any money available for prizes. The contest may also be put in the paper to be cut out and sent in for judging. The award will be moved from the first forum to the second forum as a way to get parents involved.

### **ACTION ITEMS:**

1. Next Master Plan Committee meeting with consultants to be held August 13<sup>th</sup> at 6 pm.
2. The Master Plan Committee will organize a meeting without consultants two weeks after forum to review elements and meeting.
3. Beals and Thomas will draft press release and distribute.
4. Mr. Sullivan will make necessary contacts with Mayor.
5. Mr. Werbiskis will contact Costco regarding food and beverages.
6. Mr. Werbiskis will contact PVPC regarding data.
7. Tighe and Bond and Beals and Thomas will communicate regarding public forum details.

These minutes are accepted as accurate and complete unless corrections and/or additions are received within one week of issue.

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