

Bucksport Comprehensive Plan Committee

Public Outreach Subcommittee

Minutes of Meeting April 27, 2015

1. Call to Order: CP Chairman Jef Fitzgerald called the meeting to order at 6:04 PM
2. Members Present: George McLeod, Valerie Schaffner, Brian McDonald, Hans Krichels, Christopher Johnson, Mary Jane Bush (via phone).
3. Staff Present: Derek Goodine, Bucksport Town Manager, Jef Fitzgerald Bucksport Tax Assessor, Jeff Hammond, Bucksport Code Enforcement Officer
4. Copied materials were passed out. The Chairman explained the materials might help get the process discussion initiated. Included were "Comprehensive Planning: A Manual for Maine Communities, as well as a draft citizen survey to review.
5. Chairman Fitzgerald read the municipal requirements of Maine's Growth Management Act as well as how to initiate the planning process. (Page 10, subparagraph 1).
6. Effective but inexpensive communication methods were discussed. (Town website, Facebook)
7. Town wide surveys. The draft survey might be too long and burdensome. How would the data be interpreted and reported. Lots of work for maybe a 10-15% return rate.
8. Mary Jane Bush reminded everyone that the 2003 survey was mailed to all households.
9. George McLeod: We need to get people to buy in. We need to get the word out in a positive way. Perhaps we need a committee title change: The Plan for Bucksport's Future. Or maybe just "The Plan". A follow up effort to We Believe in Bucksport flier???
10. Chris Johnson felt the survey was not needed at this time and the length would be a problem. Should the goal be to find methods to spread the message of the groups goal before starting the survey?
11. Marketing program: Does the group need a marketing program? Is it worth doing a public hearing at the Auditorium again?
12. Brief discussion highlights: First public hearing not helpful,...planning is hesitant, the mill closing lifts a "veil",...keep the process and discussions simple...
13. Mary Jane Bush: it is important to make sure everyone has input....thus the household mailings at the 2003 planning effort. There is no "vision process". This must be done.
14. What are the core issues or even more important: What are the core values????
15. What is Bucksport's brand and what are its assets? Should a brand be developed.
16. Efforts to rally behind the good news...stop the negatives.
17. The Town needs to develop a separate strategic plan for the short term. (3-5 years)
18. Restart the annual goals and objectives efforts. This was productive and measurable.
19. George McLeod: The group needs to come up with a purpose to fill our charge.
20. Meeting next Monday night at the Town Office Conference Room. 6 pm

Respectfully submitted,

Christopher Johnson

Recording Secretary