

City known as the Town of
Greenfield, Massachusetts
SUSTAINABLE GREENFIELD IMPLEMENTATION COMMITTEE
Minutes
114 Main Street
Thursday, January 8, 2015

Members Present: Carole Collins, Nancy Hazard, George Touloumtzis, Kurt Richardson, Louise Amyot, Mark Maloni, Sara Campbell, Tara Kurland and our new official member, Ashli Stempel, was introduced and welcomed by all. **Quorum was reached.**

1 Call to Order: Carole called the meeting to order at 4:37PM.

2 Approval of the Minutes:

George asked that approval of the December Minutes be postponed to the next meeting as he had corrections that he wanted to make but he had not yet had a chance to submit them. It was agreed that any such edits would be sent to Louise for addition/correction to the December Minutes. This was agreed to unanimously.

3 Old Business:

a. Membership in the Sustainable Greenfield Implementation Committee

Nancy moved that the amendments made to Article XIII of the Town Code by the Town Council be accepted as submitted; Kurt seconded. In the discussion that followed, George pointed out the inconsistencies in the language of the amendment regarding the lack of definition of the term “student”. It was agreed that the 1-year term should be allowed to stand as meaning any student from any school as long as he/she lives in Greenfield.

Nancy again moved to accept this language; Kurt seconded and it was passed by unanimous vote.

b. Snow removal: George said that he had checked with the Northampton DPW. In that city, there is an ordinance that states that any property that is not properly cleaned up after a storm can be cleared by the DPW and the bill sent to the property owner. It sounds like a good law but he was told it is never used. Thus, he is not sure it is worth creating such an ordinance here. In Greenfield, the police department gives the names of non-compliant home-owners to the Parking Enforcement. George will bring proposed ordinance to the February meeting.

c. Carole told us there is a 5-year capital improvement plan for Fiscal Year 2014. She also reported that she expects a report on the Greenfield Solar Challenge in February. Nancy asked if she could circulate the 5-year plan to SGIC members. ACTION: Carole will distribute.

d. Mark stated that he had not met with Roxann. He had not understood that this had been an actual expectation.

4. New Business:

a. Membership Chart and Terms:

A chart listing the current members of the SGIC Committee and their email addresses was reviewed briefly. The name and title of each member was listed, along with the anticipated termination date of

each person's tenure. There are 5 current membership slots that are successor-qualified. Two of these, the Youth Commission Member and students slots are still not filled as the positions do not yet exist. The Mayor serves as an ex-officio member.

b. Brainstorming the Road Map for SGIC:

Carole and Nancy reported on the meeting they had on this topic. Nancy submitted for our perusal insights she had gleaned from the Implementation Grid as to projects done, in process, short or long term. Members spent several minutes studying this, after which Nancy asked if anyone had found any surprises or insights.

There was a moment of confusion regarding the interchangeable use of the terms "Planning Board" and "Planning Department" in determining responsibility for various tasks and George agreed to clarify these items in future.

People were delighted that so much had already been accomplished in the implementation of the Plan and how much is already "in process".

It was observed the Master Plan was approved just one year ago, so now would be a good time to submit an annual report. Louise noted that the Implementation Committee had only existed for 6 months.

Mark said that a priority now is to identify which projects are not progressing. He feels it is important that each Town Department knows that they are in the Plan and they will be held responsible for their part. It is important that we get buy-in and input from each department and each will have to identify one person whose responsibility it will be to communicate with our committee.

Carole expressed interest in looking more closely at short-term projects. Nancy wanted to also look at long-term projects: Which ones will need money and where would such money come from?

Brainstorming might help the group decide how to move things forward.

Kurt posited that it is important to inform the public about the 36 goals which have either been completed or which are currently in process and we should invite the public to get involved.

This brought up **Communication/publicity**. Facebook, a direct mailing and the Recorder were all suggested. Ashli volunteered to do a communications plan and Nancy offered to work with Ashli on this for the next meeting.

Mark would like to see a long-term communication plan in place but thinks we shouldn't wait for such a plan to start talking to the public. He would like to try quick communication information to use with Town Council in trying to get our Committee funds with which to do our work.

Nancy agreed there are things that we need to move forward on while the Communication Plan is in development.

Ashli suggested that a newsletter would be an excellent way to get started.

Carole believes that it is critical that we get word out about our accomplishments. Press releases work well, something that Carole felt we should implement ASAP. ACTION: Nancy and Carole offered to work together on a draft news release for SGIC's consideration.

c. Developing a Draft Timeline:

Nancy had specific ideas re activities we might get done. Mark felt we should first discuss outcomes and, only then, discuss activities.

d. Inviting the Mayor:

It was suggested that we invite the Mayor to our next meeting to discuss the coming year to get clarity on how we can most effectively work together to achieve the goals laid out in the Master plan.

There was much discussion and disagreement on whether this was a good idea or not.

Outcome: We will not invite the Mayor at this time. Carole will check in with him about whether he has asked, or could ask each department head to flag those budget requests that further the goals of the Master Plan.

e. Committee Member Commitments :

Ashli offered to work on Communications/Public Relations plan.

Carole will ask the Mayor for the report from last April & ask about whether he is asking department heads to comment on which budget requests support Sustainable Greenfield.

George will also follow up on snow clearing with proposed language for an Ordinance.

RE: Implementation grid

George will clarify which tasks belong to the Planning Board and which to the Planning Department.

Carole suggested that we should concentrate on the 36 pieces that are either complete or currently in process and find which person is responsible for each.

She will also look into setting up a Google docs where we can share documents more easily.

Nancy offered to look more closely at the chart and color code those projects that are done, in process, or need to be done. She will then sort the table, so that it is easier to look at just the projects that are done, or in process, and email to everyone.

Mark and Nancy will then tease out the completed tasks in order to create our annual report. That information will simplify the act of generating publicity about our successes. It will also help to determine which pieces have been completed and which still need to be done.

Nancy is feeling an urgency to create an annual report Mark feels there is no rush to do this report. Nancy and Carole offered to work together on a draft news release for SGIC's consideration. With Carole's guidance, Nancy may start on an annual report.

Ashli accepted responsibility for reading and reporting on the Natural, Historic and Cultural Resources chapter. George agreed to report on the Housing chapter.

Mark agreed to read and report on the Economic Development chapter.

Announcements: George announced that he will be clearing accumulated ice on the High St. sidewalk between the Highrise and the Senior Center on Sunday, and invited other committee members to join him. He noted that this is in the spirit of the Snow Squad idea included in the Master Plan."

Next SGIC meeting is set for February 5th, 2015

Adjourn: George moved that we adjourn at 6:12 PM; Kurt seconded. Unanimous agreement.

Respectfully submitted,
Louise Amyot
Secretary

