

City of Greenfield, Massachusetts
Sustainable Greenfield Implementation Committee (SGIC)
Town Hall, 2nd Floor Meeting Room
Minutes
Thursday, 12/19/2019, 5:00-6:30pm

Attending: Nancy Hazard, George Touloumtzis, Jay Lord, MJ Adams, Mike Pattavina, Tara Kurland, Hannah Rechtschaffen, Carole Collins **Absent:** Marlo Warner, Tim Dolan **Clerk:** Laurie DiDonato **Guest:** Lindsay Rowe

Meeting called to order at 5:02pm.

Introductions & Updates: Each member commented on sustainability progress they noted in the last month.

- George -Ordinance on updating housing and parking with the goal of increasing downtown density has come to the Planning Board. (Dolan/Wheeler effort)
 - FRTA pilot program – uber-type transportation dovetailing on-demand transit offerings
 - DTA (Dept of Transitional Assistance) moved to a better location -298 Federal St
- Nancy – 188 Main Street torn down - a 20 yr effort!
- MJ – Recent meeting at GCC launching new creative economy effort & 188 Main St teardown
- Jay – His work on updating master plan chapters has led to how impressed he is with accomplishments!
 - Ec Dev't/Food progress – Just Roots research results published in 2 peer-reviewed journals revealed that the \$600 expense of a supported CSA saved the local economy \$1000. ACTION: Jay will send link
- Mike – Meetings RE: Waste Management rethinking - economic argument is no longer valid...now need to find a new way to look at recycling
- Carole- The first C-PACE-funded project is moving forward! Abercrombie Building (new DA's office on Bank Row). They already have PV on roof. PACE=Property Assessed Clean Energy – a financing mechanism for energy upgrades. (3 more folks thinking of applying)
- Tara –GG's Climate Action Theater was phenomenal. Great opportunity for kids!
- Lindsay – Greenfield Cinema lift (handicap accessibility) installed!

Approval of November Minutes George made a motion to approve minutes from the November meeting. Jay Seconded. One minor edit was suggested and accepted. All voted in favor.

Downtown-focused community gathering – Event is proposed for January 23rd with a snow date of January 30th. Potential panelists included the GCC President Yves Salomon-Fernandez, Greenfield Gallery owner Rachel Katz, Linda McInerney from Eggtooth Productions, Greenfield Business Association Chair Bill Baker, Planning Director Eric Twarog, Mayor Roxann Wedegartner, Town Councilor & Greenfield Downtown Neighborhood Association Otis Wheeler. It was agreed the panel should stay small and some of these people would be invited as listeners. It would start at 5:30pm. Hawks and Reed is first choice of venue. ACTION: Mike P. will check on availability of the venue.

Ideas on the format included:

- Introduce the Downtown in terms of how it became what it is, define planning concepts involved

- Visions for Downtown -Include a place for people to write down their ideas – Paper on wall with post-its.
- Discuss need for Downtown/ Livability Master Plan options, including funding and how it fits with current Master Plan.
- Include a visual representation of accomplishments
- Look into getting coverage on GCTV and the Recorder
- Have someone take notes with idea of writing a follow-up My Turn.

ACTION: Hannah will work on announcements through MailChimp

ACTION: Hannah, MJ, Jay and Nancy will confirm panelists and listeners, and will fine tune the format.

Mass Downtown Initiative, Technical-Assistance Grant – The City is applying for an MDI TA grant and requested a letter of support from SGIC. George made a motion that Nancy draft a letter on behalf of the committee, and send it to the committee for approval. MJ seconded. All voted in favor.

Documenting Progress – Jay and Nancy created a new summary table with goals, strategies, and accomplishments of the economic development chapter. This was meant as an internal tool to more easily track progress of goals. All agreed the document was very valuable and could also be put on the website for the public. As for the 1-pager summary of accomplishments of the entire master plan, there was discussion on whether the Needs section should be included, and a suggestion that horizontal grid lines be abolished. ACTION: Jay and Nancy will make a similar 1-page chapter summary table for another chapter for next meeting, and update the format of the 1-page overview of the entire master plan.

Facebook – There was discussion on optimizing the Sustainable Greenfield Facebook page. It currently has over 500 followers and Laurie and Carole are administrators. Because there needs to be some oversight to the content and the timing of posts it was agreed that the Energy office will continue to play this role, but will welcome suggestions and crafted language from other committee members. It was also suggested to take advantage of the Positively Greenfield site through shared posts.

ANNOUNCEMENTS:

The Community Preservation Act and **Housing /Parking ordinances** were tabled at the last Council meeting. There is agreement that the SGIC should show support for both of these either with a letter to the Council or a My Turn.

Hazard Mitigation Plan will be presented on Jan 9, 6-8pm. Check town calendar for location

NEXT SGIC MEETINGS:

- Community Gathering Thurs, January 23, 5:30 pm
- Thurs February 27th 5PM

Meeting Adjourned: 6:30 pm