

Outreach and Communications Committee Meeting

Meeting Notes of February 5, 2007, 8:00 a.m. at the Black Dog

Present: Linda Sibley, Kerry Scott, Mark London, Jo-Ann Taylor, Bill Veno

1. Work Groups and Network of Planning Advisors

- There is concern that some members of the Work Groups are starting to feel abandoned. We have received calls and e-mails from members of Work Groups indicating that there is a feeling that Core group members might be making decisions without involving the whole Work Group. The Outreach and Communications Subcommittee feels that the most effective way to get community participation is to have regular involvement, especially face-to-face, with all the members of Work Groups. These people volunteered, are keen, and want to be engaged. If all 350 people in the Network are actively involved in formulating recommendations, they will have a sense of authorship and will be advocates to the overall community. We have been slogging over the past few months figuring out how to organize our work. Now we are ready to roll.
- The months of February and March, along with October and November, are the critical time for involving Vineyarders. It is important that we not miss this window of opportunity for involving the members of the Work Groups and Network of Planning Advisors.
- The Outreach and Communications Committee suggests to the Work Group Cores that the following measures be used to involve the members of the Work Groups.
 - Hold meetings on sub-topics as soon as possible to which members of the full Work Group would be invited.
 - Hold meetings of the full Work Groups in March. Inform the whole Network of Planning Advisors. Invite newspapers to cover a few of these. We should videotape parts of these meetings (see below).
 - Regularly reach out to Work Group members by e-mail, informing them of what the Core group is working on and asking for their input for all key choices. We can also easily do on-line surveys. Encourage members of the Work Group to use the discussion boards on the website.
 - It would also be desirable for Core members to individually call members of the Work Group, especially in advance of the next meeting of the full Work Group. For most groups, except for Natural Environment, this would mean 5 to 10 calls by each Core member.
 - Mark will send out an update to the Network in the coming week, and should send information regularly.

2. Town Boards

- As decided at the Steering Committee, we will ask to meet each Board of Selectmen as soon as possible and invite Planning Boards and other town boards. We should ask for about 15 minutes.
- It is suggested that Jim and Mark go, along with all the Steering Committee members from that town, as well as some other Steering Committee members if appropriate and convenient (e.g. Bret could go to Aquinnah).
- We should give them a brief synopsis of where the process is, pass out a status report (currently being prepared) and ask for the following:
 - Ensure that at least one member of the Board of Selectmen and of the Planning Board is a member of the Network of Planning Advisors, and invite members of other boards as well.
 - Their suggestions about the content and the process. What are the most important things that they feel the plan should address?
 - Schedule a meeting with the Planning Board for a more in-depth discussion.
- We should arrange with MVTV to get a copy of the tapes of these meetings or film them ourselves (see below).

3. General Public

- We should organize newspaper articles related to the Island Plan so that something is in the papers every few weeks: discussions of dilemmas facing us, what other places have done, etc.
- We could organize one or a series of mini-questionnaires out in the community.
 - It should be administered primarily by members of the Steering Committee and Work Groups, and possibly staff as well.
 - Each Steering Committee should go to a different location – such as a library, post office, grocery store, pre-school, bait and tackle shop, voluntary associations – for two hours in February or March. A key part of this is to have the interviewees engage people in conversation.
 - The questions could include a few multiple-choice questions, and one or two open-ended ones. For example, one could focus primarily on individuals' personal concerns about their and their family's livelihood and future on the Island.
 - We could set up a small table with panels about the Island Plan and information including the flyer and cards used last year as well as the year-end status report.
 - The same set-up could be used for the Living Local event and for town meetings.
- We should put together a half-hour update show for MVTV including clips of meetings with Boards of Selectmen, Work Groups, and on-site interviews. This show and every show we put together should have a brief introduction and conclusion by Jim Athearn, ending by telling people how to get involved.

Notes prepared by Mark London