

Minutes of Comprehensive Planning Committee
Tuesday, April 28, 2009, 7:30 pm
Copake Town Hall

Members Present: Russ Davis, George Beneke, Dan Haas, Bill Kiernan, Marcia Becker, Charles Dodson, Jeanne Mettler, Roberta Roll, Frank Peteroy
Present from River Street: Margaret Irwin
Members Absent: Harvey Weber, Fiona Hutchinson

The minutes from the April 14th meeting were approved.

Ms. Irwin handed out the survey with our and her revisions in 11" x 17" format, 10.5 font size. In addition, she handed out a draft of a cover letter explaining the purpose of the survey, as well as some demographics and housing information on the area. We discussed the survey and made some final revisions.

Mr. Dodson brought up the question of ballot boxing and confidentiality. Ms. Irwin said the survey will be done on Survey Monkey. However, the survey will be on our website and people will be able to click onto it without even knowing that it is on Survey Monkey. The issue of spam came up; apparently there is a lot of spam on the town website. We discussed how this might be a problem and that we need to take a look at this.

Ms. Irwin suggested we take the cover letter home and look at it. Perhaps we will want to condense the information on housing and demographics and structure it with bullets, putting it on the back of the letter. She said we should allow two to three weeks for getting the survey printed and mailed. Ms. Mettler asked Mr. Dodson if he would be willing to work with the printer and oversee the mailing. He agreed. Ms. Irwin suggested that Mailworks was a good company to work with.

It takes about one week for the letter shop. By the end of May we will have it in the mail. The return date for the surveys should be the third week in June.

We need to figure out how to enter the data and we don't know how long this will take. We will enter the mailed survey data into the online survey, which will make it easier to tabulate. The CPC will tabulate, River Street will do the analysis, and then we will have a meeting to discuss the results and how to proceed with the visioning workshop.

We will set a date in July for the visioning workshop.

The key to obtaining the information we need for the comp plan is outreach - reaching everyone in many different ways. Mailing the survey is not outreach for the visioning meeting. We discussed the benefits of having the meeting on a Saturday morning versus a weeknight; we concluded that we need to think about this more. Ms. Irwin will send the dates that she is available.

In our next meetings with her on May 12 and 21, we will be discussing our community profile, based on sections of the survey (demographics and housing is a beginning). River Street purchases data from the company, Claritas; they get the data from birth and death records, mortgage records, etc. The economic development and income data is not available yet; by the end of this summer we'll have the 2007 data. This won't tell us how much net worth we have lost, so we won't know how much disposable income

there is, which will affect spending. Also, the census data is old - from 1990.

A motion was made by Ms. Mettler to adjourn the meeting, Ms. Becker and Mr. Haas seconded. The meeting was adjourned at 9:15 pm.

Respectfully submitted,

Roberta Roll