

**Stratham Master Plan Steering Committee
Meeting Summary (DRAFT)
May 29, 2018**

Attendance

Steering Committee

Pamela Hollasch
Marty Wool
Scott Longwell
Leo Gagnon
Lori Zaniboni
Tavis Austin, Town Planner

Horsley Witten (HW)

Krista Moravec
Nate Kelley

Public

Geri Dentin, Wiggins Library Board of Trustees

Welcome and Introductions

Everyone went around the table and introduced themselves.

Group Discussion: How do you see Stratham in the future?

- Modern heritage. New ways of thinking, but preserving what makes Stratham “Stratham”. 300th Anniversary was in 2016
- Infrastructure. Sewer and Water. Concerned it will come and how it might unlock development. Will tear up the roads and change the roads. You have to pay on a bond.
- Gateway Committee is promoting sewer and water in the commercial district. Who’s going to pay for it? Is it worth the investment?
- Connected. People already said yes, but it’s not flourishing. TIF can be used. From 101 to the Town Center.
- Rural. One-third of our land is in conservation.
- Smart Growth
- Town Center is defined. Gateway is defined.
- Areas need to be well defined.
- Better communication/collaboration
- Set a vision that everyone agrees.
- Disconnect between generations. People with school kids who want investment and people whose children are grown and gone and are more concerned with taxes and fixed income.

- Traversable – can we get from point A to point B. Crossing 108 and 33.
- Diverse – Housing. We have no elderly housing, no workforce.
- Regional perspective – We work, play, and live in a regional system. We have an obligation to keep people here.
- Danger unmanaged growth. Managed growth...avert catastrophe.
- 101 corridor goes from Hampton Beach to the airport. Recognize regional pressure. Leads to high land prices, which creates problems with housing process.
- New apartments in Portsmouth, down in water country illustrates the need to build up.

Overall Schedule & Update Process Approach

The timeline was reviewed, and the update process will take one year. Members of the Steering Committee were familiar with the Master Plan and how it is used by the town and others.

The update process will involve public outreach, including a project website, e-mail notifications, and two public meetings.

A question was asked about doing a survey to reach people who would not attend public meetings or do not feel comfortable speaking up at those types of events. To reach those folks a diverse range of outreach strategies will be used, including surveys. Online would be the most cost effective.

The Steering Committee talked about some of the tougher issues in town, including the new Tax Increment Finance (TIF) District. The Master Plan update process will be an opportunity to do education about hot button issues and bring examples from other communities. Targeted engagement will start early in the process and can focus on these topics.

Steering Committee & Communication Protocols

Role of the Steering Committee

The Steering Committee will guide HW through the process and help us determine content and format of the Master Plan.

It was noted that HW should review the minutes from the TIF meeting to understand this issue and the questions that may arise. Michael Dane might be a contact.

Tavis Austin will be the point of communication between the Steering Committee and HW.

Meeting Schedule

It was suggested that meetings be held in the evening. Monday should be tested. The third Monday of the month was chosen for the next meeting to avoid the Selectmen meetings on the second and fourth Mondays. June 18 will be the next meeting.

Public Participation Plan

The group reviewed the draft Public Participation Plan. This is a dynamic document and will be constantly updated as activities are planned and new contacts are obtained.

Project website

HW will develop a project website. It can have a blog for the Steering Committee to write about topics of interest related to the process. This will happen over the course of the project. Some topics proposed by the Steering Committee were:

- What would Stratham look like 20 years from now if we do nothing? [Provide links to towns that have done this.]
- Here are the forces acting upon us.
- How have other Towns adapted to change.

Media Outreach

- Seacoast is the paper to use.
- Stratham Magazine. Check the deadline. Check the advertising and sponsorship.

Event Promotion

What are some existing networks that can help send information about the Master Plan update and upcoming events?

- Existing listservs: Library, Recreation Department, Chamber, Fire Department, Ladies Auxiliary, PTO for SMS and CMS (Kim Houghtaling is the contact.)
- Middle school could be a one-time, but requires some work because it's a six-school system
- The 76ers. Usually an older group has a pot-luck lunch once each month. Marty has a contact.
- Boy Scouts/Girl Scouts (Tracy Hall is the contact). Geri is another contact for the Boy Scouts.
- Check Democrat and Republican boards for listserv.
- Six or seven condo associations. Steve Simons (Geri will contact) lives in the Vineyards senior development.
- #updatestratham

Through the discussion, the Steering Committee identified some potential outreach activities:

- Can we get children to participate through the schools? There is the Wiggins teen group (Lucia has this group); 6th grade project proposal in Social Studies and there's a piece of curriculum already in place.
- Posters are a "yes." General information to get things going.
- Thursday night in Stratham Park is a pizza night.
- July 16-20 is the Stratham Fair.

- Family fun day for SMS PTO is in October.
- September is an election month (table?).
- Pretend we have a Town Center and have a pop-up fair. Ocean State Job Lot would potentially allow use of the parking lot. Gateway Block Party. Tavern owners are local and might come.
- Pretend we have a pedestrian corridor. Follow the power line, Squamscott to Winnicutt Corner. Get permission for Iditarod event.
- Walking school bus in the winter.

Messaging

Drafting key messages will help promote the Master Plan and ensure that everyone is on the same page and sending the same message to the public. The Steering Committee brainstormed ideas around the “elevator speech”: What are three things you want people to know about the Master Plan and the update process? HW will use these ideas to draft key messages and a Frequently Asked Questions (FAQ).

- Tool to plan for the future.
- Road Map to the future.
- Functional reference and guide for Town policy. Example: Zoning depends on Master Plan
- What kind of Town do we want to live in?
- What’s the public wish for the community?
- All Towns that have zoning, need a master plan
- Plan your community or it will be planned for you?
- Don’t pass on Stratham.
- This is an opportunity.
- Who controls Stratham’s future?
- Social Capitalism

Next Meeting

At the next meeting, June 18, the Steering Committee will review:

- Draft key messages
- Initial data collection