

Town of Hanson  
542 Liberty Street, Hanson, MA 02341

Community Preservation Committee (“CPC”) Sub-Committee (“Committee”) Meeting  
CPC Planning - Consultant Search  
Minutes for June 29, 2016

**Call to Order/Roll Call**

The meeting took place in the Selectmen’s Room on the 1<sup>st</sup> floor of the Town Hall. The meeting was called to order at 7:00 PM. John Kemmett was acting Committee chairman due to the anticipated late arrival of Chairman, Tom Hickey.

Roll call of those in attendance was as follows:

Present: Tom Hickey, Sub-Committee Chairman (late arrival)  
John Kemmett  
Robert “Bob” Overholtzer

Guest: Michael (“Mike”) McCue, Town Administrator

Interviewees: Wayne Darragh, Community Opportunities Group, Inc. (“COG”)  
Roberta Cameron, COG  
Jennifer Goldson, JM Goldson

**Interviews**

COG was the first scheduled interview, represented by Wayne Darragh and Roberta Cameron. Wayne said that his role is as a principal of the company and that Roberta would likely assume the lead role in services performed for the Hanson CPC.

Wayne reviewed the company’s history and consulting experience. He was upfront in saying that their company had never been hired for a position specifically for what the Hanson CPC is seeking. He said, however, that they are very experienced with planning and all the elements that would be entailed in a project of this type. Wayne said that their company would guarantee to produce high quality, original work.

Wayne handed off to Roberta to explain how COG would proceed. She said that in the first phase, they would do a background analysis and produce a preliminary report. After altering the draft for public feedback, they would prioritize the elements to arrive at a final plan.

Wayne expressed that the summer months may present problems with outreach if the process were to begin immediately. John confirmed that while the CPC is eager to put a plan in place as quickly as possible, the Committee could likely delay a start by a couple of months if it would mean that the five-month period would be more productive.

Wayne and Roberta said that they have ideas for carrying out public outreach, but would work with the CPC to decide on the best methods.

Town of Hanson  
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Wayne asked about the CPC's impetus for launching the project at this time and John pointed to that of the Plymouth County Hospital, followed by some discussion of that property. Wayne said that they gained experience with this type of situation from their work with the Town of Medfield, who also were looking to re-purpose and re-use a large property.

Wayne inquired on the driving force behind past Hanson CPA projects. John explained that most have been driven primarily from town organizations and not from independent groups. Bob commented on Hanson's non-use of CPA funds for housing as yet. Additional discussion took place on the nature of past projects.

Wayne said that they will seek to find projects that haven't yet surfaced on their own. John expressed the lack of interest in the CPC in terms of their past Open Forum presentations. Wayne agreed that building interest is challenging and will hopefully develop ways to reach the public.

Tom arrived at 7:25 PM and joined the conversation. He asked about an adjusted start date, which Wayne reviewed from the earlier conversation. Wayne clarified from John's comments that the CPC members are for the most part those who were not part of the CPC's original vision. Wayne stated that it should be productive working through this new experience together.

The second interview with Jennifer Goldson began at 7:30 PM. Tom asked her to review her background. Jennifer said that she has been a planner for twenty years and began her career with historic preservation. She worked a planner for the Town of Brookline and then developed her own business.

Jennifer stated that she is a self-trained facilitator and that she likes and encourages communities to work as a group. Jennifer explained in detail her suggestion for conducting a highly interactive workshop in order to extract ideas from the community. Jennifer said that the intention would be to hold a workshop of at least fifty persons drawn from both those who are part of town organizations and those who are not.

In a workshop, Jennifer arranges gathered attendees into groups of eight or ten and would utilize digital polling devices to obtain feedback from individuals. She customizes poll questions to her audience and purpose, with polling results displayed for all to see. After the polling results, the conversation would occur among the individual groups. Tom asked how the conversation information would be retrieved. Jennifer said that there would be a table facilitator and a clerk. At the end of the workshop, each facilitator would make a presentation of their table's conclusions. From the information extracted from the workshop, Jennifer would create a draft plan. She said that she would customize and develop the workshop to a style to which the Hanson CPC is comfortable.

Jennifer said that she would start her work with the Hanson CPC with a kick-off meeting in order to brainstorm ideas for getting the word out for the workshop. Workshop attendance would be reliant on CPC members' assistance with publicizing. John expressed concern about the attendance at such a gathering. Jennifer highly recommends offering food, perhaps even catered, as it increases the likelihood of attendance. Mike commented that often it is easier to take the event to the group, i.e. senior center, as opposed to getting the group to attend the event.

Mike asked Jennifer how large of a staff she has. She said at the moment she has two others on her staff.

## **Approval of Minutes**

John made a motion to accept the minutes from the June 8 sub-committee meeting. The motion was seconded by Bob and approved unanimously 3-0-0.

## **Deliberation Relating to Interviews**

John stated that Jennifer's experience was with larger towns and that he thought she didn't seem familiar enough with the Hanson demographics. He thought COG was very professional and that they were more experienced working with smaller communities.

Mike shared that he had worked with COG on two occasions, but had not worked with Jennifer. He believed that Jennifer did a great job and he liked what she was saying.

John said that he didn't believe that Jennifer's approach would extract as much information as she thinks. Tom asked the others if they thought she would be able to adjust her methods to the audience. John expressed that he was unsure if she would be able to do that. Mike re-emphasized COG's experience working with smaller towns.

John further stated that he felt that with Jennifer's approach, much of the work to gather information would be on the CPC, which would then be reported back to her.

Mike re-stated that COG had not performed a preservation plan before, but that the outreach that he had observed from their other projects was good. He pointed out Roberta's apparent willingness to modify their approach.

John noted that Jennifer had presented a proposal with a very detailed list of steps, more of an ala carte, commenting that it may be due to her smaller company size in order to keep track of costs. Bob said that he preferred COG's all inclusive pricing.

Tom expressed that COG had quoted a total cost of \$13,800, under the \$15,000 limit, and asked Mike that if necessary, would the CPC be allowed to spend the remaining \$1,200 for additional COG services. Mike said yes since the town had already approved a \$15,000 expenditure.

John said that COG seems more flexible and Jennifer's proposal seemed too rigid. Mike said that COG has a staff of about ten consultants; extra resources that Jennifer wouldn't have.

Tom asked Mike if he feels the need to check references. He said that he would expect their references to provide highly favorable remarks and wouldn't anticipate anything negative. He said that he would indeed make the calls if the Committee asked him to do so, but stated that he doesn't believe they would generate any new, meaningful information, especially as the Committee is already trending toward COG.

Tom pointed at the RFP's rubric for evaluation:

Quality and depth of experience – Jennifer has more experience of this specific type.

Qualifications of the proposer – Both were good.

Desirability of approach to the project – The Committee preferred COG's approach.

Town of Hanson  
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John made a motion that the Committee recommend COG for hire to develop a community preservation plan for the Hanson CPC. Bob seconded the motion, which was approved 3-0-0.

Tom said that he will contact Laura about scheduling a meeting in order to conduct a vote of the full CPC.

**Other Consultant Search-Related Business**

There was no additional consultant search-related business to discuss.

**Next Meeting**

A future meeting of the Committee was not expected to be necessary.

**Adjournment**

John made a motion to adjourn, which was seconded by Bob, and approved 3-0-0.  
The meeting was adjourned at 8:40 PM.

Respectfully submitted,

Shirley Schindler, Clerk