



City of St. Marys Masterplan

Master Plan Steering Committee (MPSC) Meeting #4

February 4, 2016

6:00 PM – 8:00 PM

Meeting Summary

Attendees:

Joseph Antao
William DeLoughy
Tanya Glazebrook
Joseph Holler
Fred Mercier
Elaine Powierski
Eric Landon (Proxy for Steve Howard)
Cyndi Birke (Ex-officio)

1. Call to Order

Meeting called to order at 6 by Joseph Antao. Quorum was present.

2. Steve Howard Proxy

Eric Landon, the Camden County Director of Planning & Development, was introduced as the proxy for Steve Howard, the County Manager. Elaine confirmed that the City Council had appointed Eric as the proxy so there was no need for further action by the MPSC.

3. Media Plan

- Press Release - Courtney provided the MPSC with a copy of the final Press Release that had been distributed by the City on Wednesday morning 2/3. The City sends press releases to all local print media in the region as well as two local radio stations. The press release was also posted on the City's website. The group suggested that the City also send the press release to the Periscope as well as the Community Shopper if these news outlets were not already on the City's list.
- Mardi Gras Article – Joe suggested that the MPSC follow up the press release in a week or two with an article describing the Mardi Gras booth, and the other public involvement opportunities still coming up. This should include lots of pictures from the Mardi Gras booth. Joe asked that EPG draft up an article.

(After the date of this meeting, EPG received an email from Mike Rich with an article for submission to the paper. EPG can update this article with pictures and news from the Mardi Gras booth prior to providing it to the press.)

4. Citizens Outreach

- Mardi Gras Booth – Courtney provided a description of the activities planned for the Mardi Gras Booth, including: 1) a table and supplies for kids to draw pictures to enter the Art Contest, 2) Snap shot flyers and survey cards for distribution, 3) a large map for people to place pins where they live, work and like to go in St. Marys, 4) tablets for people to take the web survey, and 5) clip boards for people to provide their emails to be contacted about Master Plan events. Jeff also brought a volunteer list for the booth for MPSC members to sign up.
- Community Snap Shot - This document has been finalized and will be distributed at the Mardi Gras booth and also available at the City Planning Office. Jeff suggested that the general outreach Power Point presentation be updated to include the data from the Community Snap Shot.
- GIS Application Status – Ed provided directions for iPhone and Android devices to download the St. Marys App. This app allows users to take a photo, identify its location on a map, and include information about why it is special. Ed asked the MPSC to attempt to download and use the app as a Beta test and to let him know if they had problems. Cindy was able to download the app at the meeting, and Courtney, Ed, and Jeff have already used it to drop points.

The group briefly discussed who this app should be shared with and how. Courtney expressed concern with a general public release because there will be no control over the nature of the pictures that are uploaded and they would all be publicly viewable. The group discussed providing it to a high school group, like a STEM class, to use, or alternatively as a one-day contest. Fred said that he would ask around to see if any of the teachers were interested.

- Children's Art Contest – Courtney provided the final Art Contest Flyer, as well as sponsorship poster. Any specificity of how the contest will be judged or prizes awarded was removed to leave flexibility for the judges (depending on how the entries.) The group discussed potential judges including the Mayor, an art teacher, a local artist, and high school art students. Courtney will send the final version of both posters out to the group. Elaine mentioned hanging both the art contest and sponsorship poster at City Hall and at King Bay Mall & More. Fred will continue to coordinate with the Board of Ed. Superintendent on this issue.
- Interviews and Groups Assignments – Jeff has been working with the MPSC to maintain a list of individuals and groups that will be interviewed by the MPSC and the MPSC member(s) (two is ideal) who are assigned to a particular group or individual. This list also includes groups to whom the MPSC will present on the Master Plan. There are still some

blanks that need to be filled, but the MPSC decided to get started interviewing those groups and individuals that are already assigned. Elaine has already completed one interview and asked EPG to review her summary and provided comments, if any. She suggested we add a line for Interviewer name and date. EPG will resend out the revised interview form to the MPSC. Once an MPSC member completes an interview, they should notify Jeff and EPG regarding who was interviewed and provide a completed Interview form to them. (The more succinct you can be in your summary, the better.)

The group discussed some other potential groups to be addressed, including the Homebuilders Association. Cindy offered to research appropriate contacts at the Navy Base to encourage people to take a survey or to present on the Master Plan. The MPSC asked Cindy to identify two people to be interviewed from the Base, and Cindy said that she would look into it. Fred will determine if there are any AP Government classes or similar that would be interested in participating either through taking the survey, having a presentation, or participating in the Future Land Use workshops. Tonya suggested various HOAs as potential groups to be contacted. If after a few months, it appears as if there is a lack of response from one or more areas of the City, the MPSC may reach out to the HOAs in that area to schedule a presentation.

- Survey Launch– The group discussed ways to advertise and encourage people to take the survey. It was decided that immediately after the first article in the paper, the City will use the water customer email list-serve to send out an email to all water customers in the City asking them to take the survey. A link to the website as well as the QR will be included in the email. It was the hope of the MPSC that if a person only had to click a link in an email to take the survey, that they would be more likely to do it. The City will also provide a sample email to the HOA representatives (based on the database maintained by the City) and ask them to pass along the survey link to their homeowners.

Ed will also provide regular updates to the MPSC regarding how many people have taken the survey. Also, since there is no limit currently on how many times a survey can be taken from a particular IP address (so that different members of the same household can take the survey on the same computer), Ed will periodically review the results. If the results begin to indicate that the same person is taking the survey over and over again, then we will place a limit on IP addresses.

- Website – Jeff discussed the work the City has done on the Website. It now includes a document center, press release, link to the survey, and GIS portal. Ed will work with Jeff to post the map that the GIS app will create so that it can be interactively viewed on the website.
- Facebook – The City has not yet hired their intern, who will ultimately create and manage a Master Plan Facebook page, however, in the interim, Courtney will create a post on the EPG Facebook page that MPSC members can link to and repost. Courtney will do this for

the survey as well as for the Future Land Use Workshops. MPSC members are encouraged to go to the EPG Facebook page and repost the link if they use Facebook. Courtney will also send a link to the MPSC once it is complete.

- Future Land Use Workshops – Courtney discussed what the Future Land Use Workshops will entail. These will be approximately 3 hour workshops that will begin with a short presentation on future land use planning and how it relates to the City's vision as well as the zoning ordinance. Attendees will be broken up into groups (each group with a professional) to review a series of maps including, but not necessarily limited to: existing land use, current zoning, environmentally sensitive areas, flood plains, the JLUS parcels with development pressure that are affected by the Base. Based on their review of these maps, the group will be asked to develop a future land use or Character Area map where they identify areas where they would like to see certain development characteristics occur. Time permitting, each group will present their future vision to the whole. MPSC members are strongly encouraged to attend one of these workshops. There will also be a Master Plan Open House held the morning of the first Workshop (March 8th) at the Visitor's Center. Attendees will have the chance to ask questions, meet the consulting team and the City staff, view maps, and see an intro to planning presentation.

The group discussed the importance of promoting these workshops to ensure that they are well attended. It was decided that the City will also include information regarding these workshops in the email that will be sent to the Water Customers regarding the survey. They were also included in the Media Release, so hopefully they will print this information. Finally, the Workshop times and dates will be posted on the Website, included in the Community Snap Shot, and advertised via Facebook.

5. Community Engagement Plan

EPG drafted a Community Engagement Plan detailing the various public outreach methods the MPSC will use to gather public input on the Master Plan. This was provided to the MPSC the day before, and some committee members had already reviewed it. Courtney went through the document and discussed each section with the MPSC. EPG will update the Plan based on this input as well as comments provided to her by individual committee members.

6. Public Comment

There was no comment from the public.

7. Adjournment

Joe adjourned the meeting at 8 PM.

8. Homework Assignments

The homework assignments for the MPSC are as follows:

- Download the GIS app and use it to record pictures of places of note around St. Marys.
- Begin interviews and presentations as assigned.