



## City of St. Marys Masterplan

### Master Plan Steering Committee (MPSC) Meeting #2

January 5, 2016

6:00 PM – 8:00 PM

### Meeting Summary

#### **Attendees:**

Joseph Antao  
William DeLoughy  
Tanya Glazebrook  
Joseph Holler  
Fred Mercier  
Michael Rich (PC)  
Elaine Powierski (CC)  
Kenneth Lyons

#### **1. Call to Order**

Meeting called to order at 6 by Mike Rich. Quorum was present.

#### **2. Motion**

A motion was made by William DeLoughy to hold a meeting of the Master Plan Steering Committee under special circumstances due to a conflict with another meeting with less than 24 hour notice. The motion was seconded by Kenneth Lyons, and the vote was unanimously in favor of the motion.

#### **2. Interview/Survey Questions – Elaine Powierski**

Elaine Powierski discussed the work the MPSC and the survey/interview subcommittee had done to prepare the draft Master Plan Survey questions as well as the draft Master Plan Interview question since the last official MPSC meeting on December 3<sup>rd</sup>. The documents have not yet been proofed, formatted or finalized, and it is the expectation of the MPSC that EPG will do this. The first drafts of these documents have been delivered via email to the MPSC for their review and have been amended based on comments received. The group discussed each of the documents and the comments/revisions discussed were as follows:

- Interviewers will be responsible for documenting the questions they get and summarizing the responses.

- When discussing “public money” related to priorities or projects, the word “millage” should not be used, and questions should simply state “tax dollars” without any further specificity.
- There was discussion regarding whether general visioning questions should be asked at the beginning or end of the interview. The recommendation from EPG was that each person should use their judgement as to what questions should be asked and in what order based on the person they are speaking to.
- A map is needed to identify the various neighborhoods within the City so that respondents can identify where they live/do business.
- After EPG & the City complete a draft of the Interview Questions, it will be provided to the MPSC so that they can beta-test the interview process and any necessary changes can be made.
- It was confirmed that people who live outside the City can be interviewed and take the survey since they may do business or visit the City.
- User friendly services refers to City services, such as permitting and licensing, and may need to be better defined. State of the Art was removed.
- Questions related to transportation congestion can be modified since that is not really an issue, however issues related proximity to needed services and availability of transportation are important issues. There may be segments of the population that do not have access to transportation. Event parking may be an issue, as is conflicts between cars and golf carts using the road. Golf cart use is on the rise and should be a part of the survey. We should ask people what their primary and secondary forms of transportation are.
- The land use question for light industrial is taken from the ordinance and may need some massaging.
- Vacant commercial properties are addressed in one of the questions and should remain in the survey.
- There should be caution when giving people the option to fill in property owner verses resident to be sure that there is no confusion.
- EPG will fill in the demographic questions for the survey and interview questions.
- In order to finalize the survey, EPG will work with the City to address comments made by the MPSC, reduce the length of the survey, and eliminate any leading questions. Then EPG will put the survey online at Survey Monkey and provide it to the MPSC to Beta Test the survey process. If the survey takes more than 15 – 20 minutes than it must be shortened again.
- EPG recommended that the Survey be launched in early February to coincide with Mardi Gras.

### **3. Outreach—Joe Antao**

Joe presented on the MPSC and subcommittees work to date to identify a list of people to be interviewed, as well as focus groups and civic organizations to be interviewed or presented to. Members of the committee recognized that this list is currently far too long and that there is some overlap between individuals and groups. There has been an attempt by the MPSC to

prioritize this list through a numbering system, but it didn't narrow the list significantly. A "categorization" has been completed where the list of individuals was organized based on their special interest group. EPG recommended that the MPSC consider which of the individuals and groups needed to be individually interviewed, versus which needed to be personally invited to fill out the survey. Most of the individuals and groups on the list will be able to provide sufficient input simply by filling out the survey. Interviews and presentations should be reserved for groups/individuals that have a special interest that will not be captured by the survey.

The MPSC agreed to meet in a work session before the February meeting to finalize the list. EPG recommended that they try to narrow their list to approximately 25 individuals and 25 civic groups/focus groups that they will reach out to. This would give each MPSC member about 3-4 groups or individuals to reach out to. EPG recommended that the groups start by identifying the groups/civic organizations that they already belong to, since it will be less of a burden for members to reach out to those groups. The list of groups and individuals may grow over time, and this will just be a starting point. Once the initial list is created, and as the public involvement process unfolds, the MPSC can start to determine who is missing from the discussion and reach out to them.

The MPSC interim workshop is set for Thursday, January 21<sup>st</sup> at 6PM at the City Council Chambers. Joe will work with Jeff to get the appropriate public notice issues.

#### **4. EPG update—Courtney Reich**

Courtney asked the MPSC to help finalize the public involvement plan, and the following items were discussed/decided:

- **Schedule for public involvement plan:** The information gathering phase of the plan should be completed in July so that the MPSC can spend the summer sifting through the data and be ready to move forward in September.
- **Interviews:** The MPSC will work on the final list of individuals. EPG and the City will finalize the interview questions.
- **Presentations:** The MPSC will work on the final list of groups (civic or focus). MPSC members will be asked to present to those groups which with they are affiliated as well as any other groups that are identified. EPG will create a short power point presentation for the use of the MPSC during these presentations. Presentations can be very short, and may only consist of a MPSC member introducing themselves and the Master Plan and then asking everyone to fill out the survey. The first of these presentations will be made by Elaine and Tanya on January 19<sup>th</sup> and EPG will have a presentation ready for that date.
- **Web Survey:** The survey will be put online, and the MPSC will be asked to Beta test both before the end of January. The launch for the Web Survey will be the Mardi-Gras Festival on 2/6. The preferred method for completing the survey will be on the web, but we will

make hard copies available for those who need it. The City will have an intern who can do the data entry if necessary. The City has email addresses for all water customers. This can be used to directly invite residents to fill out the survey. The MPSC also recommended collecting the email list-serves from the various homeowners associations as a way to reach out to invite people to various events. There was a recommendation to collect email addresses at every outreach event to create a Master Plan list serve.

- Workshops & Charrettes: The following workshop will be held:
  - Future Land Use Visioning Charrette: This event will be held three times in 3 different locations around St. Marys. It will be advertised to the general public and the MPSC will make an effort to encourage people to come. Participants will be broken into groups, with a professional at each group, to look at maps of St. Mary's land use (floodplains, JLUS issues, parcels under development pressure, wetlands, etc.) and to begin to craft a future vision/map for future land use. These will be scheduled in March and the dates/locations will be selected soon. It will be advertised at the Mardi-Gras festival.
  - Transportation Workshop: this will be a one-time public meeting to discuss transportation issues associated with the Mobility study that RS&H is going to lead. This workshop is flexible in terms of schedule, but it preliminarily set for
  - Resiliency Workshop: This one-time public workshop will focus on issues related to sustainability and resiliency of the city of St. Marys in the face of sea-level rise, climate change, and coastal hazards. Jason Evans has been invited to present on his work in St. Marys, and there will be opportunities for public input. EPG recommended that this meeting be scheduled to coincide with the start of Hurricane season, and that it could also be used for CRS point for the City. A timeframe of May was identified. (Note: Jason Evans was contacted, and was comfortable with a May date.)
  - General Visioning: This will be a stakeholder meeting that is open to the general public. The MPSC will be asked to identify approximately 50 stakeholders to be invited to participate in a general visioning session. EPG recommended that this group be selected to represent the various special interest groups in the City. The MPSC may also want to consider who should be invited to this event as opposed to being individually interviewed. This may help reduce the list of interviewees even further. This is currently scheduled for June, which will allow time for survey results to come in. The survey results could then be presented to the stakeholder group to help inform their visioning process.
  
- Mardi Gras – the City and EPG will man a booth at the Mardi Gras festival to promote the Master Plan. MPSC members are invited to help if they like, but no obligation. The MPSC recommended that there be two tables, and Jeff will contact the appropriate people in the Merchant's Association to reserve the space. The booth will include the following: a) tablets for people to fill out the survey, as well as cards with the web address for people to take it b) promotional handout that has a link to the web survey and advertises the Future land Use workshops c) maps for people to put pins in to show where they live,

work, play, etc.), d) art supplies for kids to enter the art contest and e) a handout with instructions to download the app (see below,) e) a sheet or electronic method for people to submit their email addresses to create a master plan list serve.

- Children’s Art Contest – Fred has finished the final version of the flyer and will provide it to Jeff in Publisher, so that Jeff can put the official Master Plan email on it. We are ready to move forward and the first step is to contact Al Hardin, BOE Superintendent, to ask him to distribute it to the schools. Flyers can also be passed around to local businesses. The MPSC will reach out to local merchants to identify potential prizes for the winners. The contest will conclude on April 1<sup>st</sup> and there was a suggestion to get high school art students to help judge the contest. Winners will be selected by grade. Artwork may be submitted to St. Marys City Hall or Kings Bay Mail & More at 944 Kings Bay Rd. Suite A, St. Marys. EPG will create a short explanation of the Art Contest that will be printed on the back of the flyer.
- Web & Social Media – There is currently a Master Plan page on the City’s website. The City will also create a web URL specific to the Master Plan at [www.onestmarys.ga.gov](http://www.onestmarys.ga.gov). There will be an email created at [one@stmarys.ga.gov](mailto:one@stmarys.ga.gov) that can be advertised for people who want to provide input or ask questions. It will be linked to Jeff and Michelle’s email so that they will be able to field questions. A Facebook page will be created once the City hires their intern, since a successful Facebook page requires someone who will attend to it every day.
- GIS App for iPhone & Android – EPG will create an app for people to take pictures of “What they love about St. Mary’s”. The app will allow people to take a picture, identify where on a map they are, and to write a short note about what they love. This will be ready for the MPSC to beta-test at the February meeting and will go live at the Mardi-Gras festival. EPG will create an instructional flyer for the app so that people know how to download it.
- Media Plan – Mike Rich has contacted the local newspapers, the Brunswick News, the Tribune, and the Georgian, and they have expressed a willingness to work with the MPSC. They would even be willing to do a periodic column to be written by the MPSC and published at the papers’ discretion. The column may include a text box with important links related to the Master Plan. There was a recommendation that Melissa from NPR be contacted. She does an hour-long show, five days a week, where she often interviews local people about local issues. The MPSC will contact her to see if she would be willing to do one or more shows on the Master Plan. EPG will work with the City to release occasional press releases advertising various activities and events associated with the Master Plan. The first press release will be created to advertise the Mardi-Gras booth, kick off to the web-survey, art contest and Land Use Workshops.

## **5. Data Development and Benchmarking – Jeff Adams**

Jeff gave a presentation on Metrics and Benchmarking. The presentation included discussion on benchmarking, i.e. who do we compare ourselves to, data dashboards, data types, and best practices. Jeff provided a list of websites for the MPSC to review to look at St. Mary's data and to see how other communities have chosen to benchmark themselves.

## **7. Public Comment**

Public comment was received by the MPSC. The comments reiterated the importance of addressing issues related to the importance of using GIS, public transportation, affordable housing, and food deserts.

## **8. Adjournment**

Mike Rich adjourned the meeting at 8 PM. Next official meeting of the MPSC is scheduled for February 4<sup>th</sup> at 6:00 PM at the Senior Center.

## **10. Homework Assignments**

The homework assignments for the MPSC are as follows:

- Narrow down the list of individuals and groups to 25 each. Individuals who are not included in the specific interview column can be addressed either through a personal invitation to participate in the survey or by being invited to be a part of the Stakeholder Group.
- Review websites provided by Jeff and get familiar with the data available about St. Marys. Review what some of the other communities have done, and also begin to think about who you would want to compare St. Mary's to.