

**TOWN OF BRUNSWICK COMPREHENSIVE PLAN UPDATE STEERING COMMITTEE
(CPUSC)
DRAFT MEETING SUMMARY
November 7, 2024**

MEMBERS PRESENT: Emilie Schmidt (Chair), Fred Koerber (Vice Chair), Alison Harris (Planning Board Representative), Meghan Kissling [via Zoom], Larissa Darcy, Steve Walker, Marcy McGuire, and Lisa Trombley.

MEMBERS ABSENT: Catherine Ferdinand, James Olson, Sande Updegraph (Town Council, District 4), and Steve Weems (Town Council, District 7).

STAFF PRESENT: Julie Erdman, Director of Planning and Development

Chair Emilie Schmidt called the meeting to order at 6:30 PM and called the roll. There were no adjustments to the agenda.

Public Comment

The public comment period was opened, and no members of the public provided comment.

Approval of Minutes

Motion to approve the September 19, 2024 minutes as amended:

Lisa Trombley
Second Marcy McGuire
Unanimous of those present

New Business

Committee Handbook & Election of Officers

Chair Schmidt attended the recent Town Council Appointments Committee meeting and learned that the Town of Brunswick has the greatest number of committees than any community throughout the state. She shared there is a new amendment to the committee's handbook on page 18 and all committee members are asked to sign. Director Erdman will coordinate getting signatures from committee members. Chair Schmidt provided information about the committee handbook explaining that the existing language has been vague and describes town councilors as advisors or being nonvoting members on committees. Chair Schmidt plans to obtain clarification to address potential confusion given the various types of committees and that CPUSC is within an ad hoc/advisory category, so the handbook does not specify about the role of the town councilors in this setting. The Town Clerk plans to work with the committee to help clarify this after the election before the next meeting. Chair Schmidt also learned that every committee must have a Chair, Vice Chair, and a Secretary, and often town staff serves as the Secretary. Chair Schmidt explained that CPUSC has not formally elected a Vice Chair therefore she asked the committee if they would make this official.

Motion to elect Fred Koerber as the Committee Vice Chair

Lisa Trombley
Second Steve Walker
Unanimous of those present

Chair Schmidt asked if Director Erdman is willing to fulfill the duties of Secretary and Director Erdman agreed. Lisa Trombley offered that in the event Director Erdman cannot attend the meeting, that she is willing to act as Secretary in her absence. Chair Schmidt asked the committee if there were any concerns about this arrangement. No objections were raised by the committee.

Chair Schmidt adjusted the agenda so that Community Meeting Logistics will be the last item under Old Business.

Old Business

Inventory update

Director Erdman explained that so far staff have posted eight inventories online which have been reformatted. There are just a handful more to complete. Director Erdman reported that the link on the town website has been fixed so users will now be able to be redirected to the [2024 Updates](#) page. If difficulties persist, users should clear their browser cache and retry the link.

Consultant Update

Director Erdman explains that the town is currently awaiting a proposal from Haley Ward, and expects to have a condensed proposal by tomorrow so it can be presented to the Town Council. Chair Schmidt explained that since meeting with the two consultants, she met with staff to discuss what each could bring to the process. It seemed like Liz could help the town on a per diem capacity for assistance during meetings or public outreach. The town plans to ask her if she is comfortable providing assistance in conjunction with another consultant putting the plan together. The next step is the town is currently waiting to receive proposals from the two consultants to understand what each arrangement looks like from a financial standpoint. Ms. Harris asked for clarification on which consultant would be leading meeting facilitation. Chair Schmidt clarified that Haley Ward would be undertaking their own process, and the second consultant would be able to assist the committee directly on tasks such as developing strategies, action items, gathering, and synthesizing. Chair Schmidt explained that the Committee is waiting for the proposals before understanding if both consultants can be retained. Vice Chair Koerber acknowledged that it would be useful to be able to take advantage of the strengths that each consultant has to offer. Chair Schmidt anticipates having more information and updates on the topic at the next meeting.

November 13th Community Meeting Logistics

Chair Schmidt shared a draft brochure that could be used during the public outreach process to help share information during the community meeting about the plan. She asked for guidance from the committee about what the start of the vision statement should be, as shown on the provided draft cover. The committee agreed to list, “A Vision for the Future,” instead of “In 10 Years Brunswick Will be...” Chair Schmidt shared the inside of the brochure. Ms. Darcy provided a suggestion about reconfiguring the layout for better alignment and other formatting changes were discussed.

Chair Schmidt shared that she and Ms. Trombley are planning to record a video providing a short introduction message to share with the community meeting attendees as they enter the event.

Motion to Approve the Informational Brochure, as Amended

Larissa Darcy
Second Lisa Trombley
Unanimous of those present

Motion to Authorize Emilie Schmidt and Lisa Trombley to Create Informational Video for Event

Larissa Darcy

Second Steve Walker

Unanimous of those present

Ms. Darcy shared a floor plan she drafted showing where attendees could enter the event space and engage at the respective key policy area tables. The committee continued to discuss logistical procedures for organizing the event space, added supplies to a checklist, and assigned tasks to staff and committee members in preparation for the upcoming community meeting.

Ms. McGuire recommended that during the Planning Board meeting preceding the event that the Board promote the event when opening the meeting. Ms. Harris responded that this is a great idea. Chair Schmidt also discussed that promotion via social media and road signage will occur leading up to the event.

Director Erdman explained that the Environmental Planner, Ashley Charleson, asked if the event could host a table in the lobby with information about the Climate Action Plan. The Committee agreed that Climate Action Plan may share information but that given the number of other community groups that may seek this arrangement, asked that the table remain unstaffed so the event could have a clear focus on the comprehensive plan. Chair Schmidt asked if there would be any other information to share with attendees in the lobby related to the comprehensive planning process. The Committee agreed that to answer questions like, “what is a comprehensive plan,” greeters should refer attendees to visit the website for this information.

Vice Chair Koerber suggested that before the event commences all volunteers gather so they can be reminded that they may share basic information but that the goal of the event is to obtain information from the public attending the event. He asked is there is an opportunity for people who cannot attend or have an afterthought to send comments. Director Erdman suggested that emails can be sent to the planner@brunswickme.gov email. Chair Schmidt says she will look into what the other options are for obtaining public feedback.

Ms. Darcy reported that volunteers handed out over 700 flyers about the comprehensive plan on election day.

Chair Schmidt summarized that on November 13th committee volunteers should arrive at the event at 5:00 p.m., and all other volunteers should arrive by 6:00 p.m. Ms. Darcy described that around 6:15 p.m. volunteers will gather for the pre-meeting huddle.

Motion to Adjourn

Larissa Darcy

Marcy McGuire

Unanimous of those present

NEXT MEETING: December 5, 2024 6:30 PM

JDD