

The Board of Selectmen held a Bolton Center Stakeholder meeting on February 26, 2014 at the Notch Road Municipal Center. Present were: Facilitator Sandra Hastings; Selectmen Robert Morra, Robert Lessard, Robert Neil, Gwen Marrion and Sandra Pierog; John Butrymovich, Buildings and Grounds Supervisor; Lance Dimock, Highway Supervisor; Jim Rupert, Building Official; Patrice Carson, Director of Community Development; Arlene Fiano, Planning & Zoning Representative; Rebecca Holliman, Bentley Library Representative; Amy Bahre, resident; Scott Rich, Economic Development Commission Representative; and Administrative Officer Joyce Stille.

**1. CALL TO ORDER**

The meeting began at 6:35 P.M.

**2. REVIEW OF PLAN/COMMENTS**

The following comments were shared on the Bolton Center Plan:

1. Thorough and exciting
2. Great as a strategy planning document – details will be added in action planning
3. Great for short/long term planning
4. No timeframe
5. Recognized key components – turned dreams into reality
6. Think the town can rally around the Tavern/Farm
7. Will have a unique town center representing our 300 year old history and celebration of 100 years of existing town center
8. The cost estimates are just that – estimates will need to fact checked with engineering study – remember that building usage determines codes/cost
9. The barn will have the most variability on cost dependent on usage

**3. OVERVIEW OF RELATED PROJECTS**

The Vibrant Town Center Initiative is being proposed with other projects that will be proposed together as part of a bonding referendum in the fall of 2015. All initiatives must work together to maximize town support and get funding approval. We must emphasize value added to residents and businesses and allay fear of cost/excess. We must explain the average impact over the life of the bond to minimize fear of escalating tax bills.

The bond referendum projects are listed below:

- \* Create a vibrant Town Center: Town Hall; Bolton Heritage Farm barn and house; and Stagecoach Tavern
- \* Enhance recreation facilities: Herrick Park field expansion and Bolton High School field renovations and expansions
- \* Update education facilities: Bolton Center School roof, solar panels, parking lot paving and sidewalk replacement, and Bolton High School final project funding and solar panels
- \* Replace Fire equipment

Master Project Pros and Cons

Pros	Cons
Hits all buttons to get collective support – schools, safety, recreation, historical	Cost for residents

<b>preservation, community use of tavern etc.</b>	
<b>Can increase traffic for businesses</b>	<b>Cost for businesses</b>
<b>Drop in debt cost from former initiatives</b>	<b>Projects don't resonate with desires of population</b>

Potential Strategies for Moving Forward:

1. Get a head start with trails/parks if weather in the next year cooperates and frees up staff time.
2. Create a 3D plan that can be seen in town hall to explain the project.
3. Coordinate 100 Year Celebration of Town Hall with roll out of master plan.
4. Engage schools and civic organizations.
5. Get business sponsors/large donors.
6. Get community to raise money for the barn refurbishment with promise of state and town matching funds.
7. Build Heritage Farm Weekend Celebration around the barn fundraising.
8. Use silos, not thermometers to publicly track progress toward fundraising goal.

#### 4. DISCUSSION ON NEXT STEPS

1. Convene VTC in April with expanded membership – add school PTA, Board of Education, Superintendent, Principals, Fire Department, Rec Department, Scouts, Booster clubs, local artists, farmers, school students, cross-country runners, businesses, adjacent land owners, residents with farm view, (e.g., Bayberry Drive, Meadow Road), Westview Drive landowners (if land easements with be sought there for Herrick Park), Bolton Trails stakeholders group (new- suggested by Arlene after attending a Greenway meeting)

Will have recreation plan for April meeting Committee members must be active participants from all groups

2. Create Action Plan (By end of May)  
Prioritize/link with other workgroups

<b>When</b>	<b>What</b>	<b>Who</b>
<b>April 14th</b>	<b>Website link for resident sign-in to receive town updates installed</b>	<b>Selectmen/Joyce</b>
<b>April 14th</b>	<b>Letter goes out to organizations to get individuals and businesses to sign in for information updates –</b>	<b>Sandi/Joyce</b>
<b>March 31st</b>	<b>Executive Summary (including Chapter 8) written and posted</b>	<b>Sandi/Joyce</b>

	<b>on website</b>	
<b>March 31<sup>st</sup> – April 30<sup>th</sup></b>	<b>Shared message about VTC and greater town plans to go public – website, town hall, library, senior center get hard copies, Community Access TV message</b>	<b>Selectmen, Joyce, Sandi, VTC members</b>
<b>April</b>	<b>VTC meeting – send out invite to expanded list</b>  <b>Share plans for other committees (e.g., recreation plan)</b>	<b>Sandi/Joyce</b>
<b>May 31<sup>st</sup></b>	<b>Action Plan for VTC</b>	<b>Sandi/VTC</b>
<b>May 31<sup>st</sup></b>	<b>Develop and begin to share communication plans for all projects</b>	<b>Sandi/Joyce/Selectmen/Committees</b>
<b>June 30<sup>th</sup></b>	<b>Develop plan and begin fundraising campaign for the barn – including integration with Heritage Farm Week</b>	<b>Sandi/Selectmen/VTC and other stakeholders</b>

3. Develop and begin to implement multiple communication plans using multiple media channels (June)  
Overall master communication plan  
Each committee will have their own communication strategies that link back to the master plan
4. Create plan and begin to implement fundraising for barn (June 2014) - including strategy for matching funds
5. Develop master email distribution list to be linked to town website (first letters go out to organizations the week of March 12<sup>th</sup>) - Gwen Marrion to develop drop down menu for information choices
6. Develop shared message for VTC and other committees to use to promote the inter-linked initiatives
  - a. Executive summary for Vibrant Town Center w/e March 15<sup>th</sup>)- include chapter 8 for website
  - b. Build Twitter and Facebook pages
  - c. Copies of VTC study posted in town hall, library, senior center; cd from town hall (\$3) March 31<sup>st</sup>
  - d. Obtain “gut reaction” to what individuals are saying to build communication to alleviate fears/objections – determine fears/concerns and excitement
7. Thoughts for shared message include:

- a. Exciting plan for the future of the town
- b. Plan and vision for the future of our children and grandchildren
- c. Preserving our heritage
- d. Modernizing our 100-200 year old facilities
- e. Looking backward and forward simultaneously
- f. Optimization of our assets to service residents and businesses better
- g. Pedestrian accessibility to all major town assets with the town center as a destination/attraction
- h. Increased public safety
- i. True community center for all



**5. OTHER COMMENTS/SUGGESTIONS**  
None.

**6. ADJOURNMENT**  
The meeting ended at 7:43 P.M.

Respectfully submitted,

Joyce M. Stille  
Administrative Officer

PLEASE SEE THE MINUTES OF SUBSEQUENT MEETINGS FOR THE APPROVAL OF THESE MINUTES AND ANY CORRECTIONS HERETO.