WEST LEBANON REVITALIZATION ADVISORY COMMITTEE
TUESDAY, MARCH 9, 2021 - 5:30 PM
REMOTE VIA MICROSOFT TEAMS
LEBANONNH.GOV/LIVE

1. Call to Order

A. Review of meeting procedures and NH RSA 91-A "Right-to-Know" requirements.

2. Approval of Minutes

A. February 23, 2021

B. February 18, 2021 - Westboro Subcommittee Minutes

3. Old Business

A. Outreach survey update

B. Marketing and Outreach ideas

C. WestLeb Website

4. New Business

A. Process for developing a vision statement

5. Other Business

A. Master Plan Chapter 4 (WLCBD) actions and strategies and Visioning Study implementation strategies

6. Adjournment

The order of agenda items is subject to change.

Due to the current situation with the COVID-19 Pandemic, the City of Lebanon is offering its meetings via Microsoft Teams. Members of the public are encouraged to attend by going to LebanonNH.gov/Live where you will find instructions on how to enter the meeting. Members of the public will be able to participate and ask questions through the Microsoft Teams software or by phone. Please visit LebanonNH.gov/Live for full details.

THE AGENDA, IN ITS ENTIRETY IS AVAILABLE ON THE CITY'S WEBSITE AT LEBANONNH.GOV

Agenda
West Lebanon Revitalization Advisory Committee
March 9, 2021

Agenda Item #2A
Approval of Minutes

February 23, 2021

DRAFT

CITY OF LEBANON
WEST LEBANON REVITALIZATION ADVISORY COMMITTEE
MINUTES, FEBRUARY 23, 2021
REMOTE VIA MICROSOFT TEAMS
LebanonNH.gov/Live
5:30PM

MEMBERS PRESENT: Jim Winny (Chair, City Council Rep.); Chet Clem (Vice Chair); Chris Lin; Gregorio Amaro; Kevin Purcell (Economic Development Commission Rep.); Laurel Stavis (Planning Board Rep.); Lauren Groves;

MEMBERS ABSENT: Graziella Parati; Dean Cashman;

STAFF PRESENT: David Brooks, Planning & Zoning Director;

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1. <u>CALL TO ORDER</u>: Chair Winny called the meeting to order at 5:33 pm

A. Review of meeting procedures and NH RSA 91-A "Right-to-Know" requirements.

Mr. Brooks shared the State directive and participation details for the online meeting in Microsoft Teams. All speakers identified themselves.

2. <u>APPROVAL OF MINUTES</u>:

A. February 9, 2021

A MOTION by Ms. Stavis to approve the February 9, 2021 Minutes as presented. Seconded by Mr. Lin.

Roll Call Vote:
Members voting in favor included: Mr. Clem, Mr. Lin, Mr. Amaro, Mr. Purcell, Ms. Stavis, Ms. Groves, Chair Winny.
****The Motion was approved (7-0)***

3. <u>OLD BUSINESS</u>:

A. Review of Potential Outreach Questions

Mr. Purcell summarized some of the draft questions and suggested that only a few questions should be used for interviews as they generate long answers and conversations. There was discussion about what the Committee hopes to learn from these questions. It was suggested that the same questions should be asked of all business owners for comparison. It was noted that any questions not asked during outreach interviews could be packaged into an online survey for broader use.

Chair Winny highlighted a few questions he felt would provide useful information for the Committee, such as what services do you feel are missing from the neighborhood and why business owners chose West Lebanon Village and what would keep them there.

It was suggested that a basic script be prepared outlining why the questions are being asked and to help focus the conversation toward whether or how respondents see their business or property contributing to the revitalization of West Lebanon. It was noted that different questions should be asked of business owners as opposed to the general community and that it was important to avoid re-asking questions from prior efforts. The Committee should ask questions that generate actionable ideas and information, not just questions that are interesting.

It was suggested that the goal of asking questions should be to communicate the Committee's mission and should include asking whether respondents are open to follow-up questions. Additional information can be gathered from those who express an interest in further participation. It was noted that the Committee has a limited time to work and they should get to the point as directly as possible.

Barbara Krinitz, resident of Ward 1, suggested open-ended questions would generate the most useful information, as opposed to yes or no questions.

Dan Winny, resident of Ward 3, suggested sending the entire list to people with an introductory paragraph explaining the goal and requesting a brief written response. The Committee could follow-up in person with those who express an interest in participating further. Others agreed with sending the entire list and those who are interested will participate and those who aren't interested won't participate.

There was discussion about whether the community has any control over the types of businesses that occur in order to promote uses that achieve positive change. It was noted that the City has almost no control and has to promote what it wants and be prepared to live with what it doesn't want in the near term.

It was suggested that there should be a personal outreach effort to ensure communication with certain property or business owners. There was further discussion about whether to send all questions or a limited subset. There was concern that sending too many questions could decrease the number of responses.

Mr. Amaro shared suggestions for marketing and outreach via social media and public outreach, including visual and tangible efforts to draw attention to their efforts. Chair Winny suggested including this on a future agenda for further discussion.

Mr. Clem shared a preliminary concept website he'd created that could potentially be used for communiciations, surveys, news, ideas, etc. He noted there is so much interest in what is happening in West Lebanon, the Committee need to capture that enthusiasm and civic pride. There was support for getting a website posted soon. Mr. Brooks was asked to look into the development and use of a private website outside of the City's website to avoid any conflicts.

Chair Winny suggested creating a survey of most of the draft questions including whether respondents are interested in further participation? Ms. Stavis offered to help with the effort.

B. Review of Concept Parking Sketch

Mr. Winny briefly described his sketch plan for parking behind the buildings on the east side of Main Street. He noted the total number of spaces would likely be a lower after accommodating other business needs.

Mr. Purcell described pending plans for 14 and 28 Main Street in relation to the parking concept. There was a suggestion of tying the effort to communicate about the parking project with the other outreach efforts discussed earlier.

Barbara Krinitz asked for clarification about mixed uses and Mr. Purcell described his plans. Committee members expressed support for Mr. Purcell's efforts to redevelop two Main Street properties.

Mr. Purcell suggested it would be more sincere and effective to reach out personally to the handful of property owners involved in the parking project as opposed sending them a letter or survey.

Ms. Stavis left meeting at 7:02pm

There was discussion about the importance of streetscape improvements compared to additional parking. Mr. Brooks noted that parking behind the buildings and the proposed streetscape improvements along Main Street are connected. Since many people already believe that parking is insufficient, adding parking behind the buildings is a way to provide space and flexibility to make the desired streetscape improvements without losing more parking on Main Street.

The following agenda items were taken out of order and are presented in the order discussed.

5. OTHER BUSINESS:

A. Discussion of Subcommittee Structure

Mr. Brooks summarized the basic requirements of the Right-To-Know law for notice, posting, and keeping minutes of meetings and when they apply. There was discussion and consensus to dispense with the formal subcommittee structure and to assign individual members with tasks for research between meetings and reporting back to the full body at subsequent meetings.

4. NEW BUSINESS:

A. Process for Developing a Vision Statement

Dan Winny noted that the 2020 Visioning Study report outlines a vision and lists some specific actions and champions. He recommended having Committee members review the final report prior to the next meeting to discuss where the Committee wants to put its efforts. Mr. Brooks will provide the Committee with a brief status update on the Master Plan actions and strategies and the Visioning Study implementation strategies for the next meeting.

Mr. Brooks provided a brief update on the status of the ongoing Streetscape Study and its intended goals.

6. ADJOURNMENT:

A MOTION by Mr. Clem to adjourn the meeting.
Seconded by Mr. Purcell.

Roll Call Vote:
Members voting in favor included: Mr. Clem, Mr. Lin, Mr. Amaro, Mr. Purcell, Ms. Groves, Chair Winny.
****The Motion was approved (6-0)***

The meeting was adjourned at 7:29 pm.

Respectfully submitted,
David Brooks
Planning & Zoning Director

Agenda
West Lebanon Revitalization Advisory Committee
March 9, 2021

Agenda Item #2B
Approval of Minutes

February 18, 2021
Westboro Subcommittee

DRAFT

CITY OF LEBANON
WEST LEBANON REVITALIZATION ADVISORY COMMITTEE
WESTBORO SUBCOMMITTEE
MINUTES, FEBRUARY 18, 2021
REMOTE VIA MICROSOFT TEAMS
LebanonNH.gov/Live
9:00AM

MEMBERS PRESENT: Chet Clem; Chris Lin; Laurel Stavis; Lauren Groves;

STAFF PRESENT: David Brooks, Planning & Zoning Director; Paul Coats, Recreation Director

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1. <u>CALL TO ORDER</u>: Mr. Brooks called the meeting to order at 9:26 am

A. Review of meeting procedures and NH RSA 91-A "Right-to-Know" requirements.

Mr. Brooks shared the State directive and participation details for the online meeting in Microsoft Teams. All speakers identified themselves.

2. <u>APPROVAL OF MINUTES</u>: None

3. <u>NEW BUSINESS</u>:

A. Discussion with Recreation Department RE: Westboro Yard

The subcommittee reviewed sketches of the portion of Westboro Yard, which the City hopes to lease from NHDOT. Mr. Coats described a range of potential uses for the lease area, from active, heavily-programmed improvements (fields or performing space) to more passive walking paths or green spaces. There was discussion about how best to celebrate Westboro's railroad history and riverside location. The subcommittee noted the need to learn more about potential use limitations imposed by contamination on the property. The subcommittee discussed public input from past planning efforts and whether or how additional input should be sought before the committee makes recommendations on future uses.

Mr. Lin arrived at 10:07AM.

4. <u>OTHER BUSINESS</u>: None

5. <u>ADJOURNMENT</u>:

A MOTION by Ms. Stavis to adjourn the meeting.
Seconded by Mr. Clem

Roll Call Vote:
Members voting in favor included: Mr. Clem, Mr. Lin, Ms. Stavis, Ms. Groves.
****The Motion was approved (4-0)***

The meeting was adjourned at 10:16 AM.

Respectfully submitted,
David Brooks
Planning & Zoning Director