



WEST LEBANON REVITALIZATION ADVISORY COMMITTEE

MAY 4, 2021 - 5:30 PM
REMOTE VIA MICROSOFT TEAMS
LEBANONNH.GOV/LIVE

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1. **Call to Order**
 - A. Review of meeting procedures and NH RSA 91-A "Right-to-Know" requirements.
 2. **Approval of Minutes**
 - A. March 23, 2021
 3. **Old Business**
 - A. Update on Westboro Yard
 - B. Update on Streetscape Study
 - C. Update on Riverfront Path feasibility
 - D. Master Plan Chapter 4 (WLCBD) actions and strategies and Visioning Study implementation strategies
 - E. Outreach and Engagement Efforts
 4. **New Business**
 - A. Lebanon Rotary Discussion
 5. **Other Business**
 - A. Discussion: New Business in West Lebanon
 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
May 4, 2021

Agenda Item #3E
Old Business

Outreach and Engagement Efforts

DRAFT

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

MEMBERS PRESENT: Jim Winny (Chair, City Council Rep.); Chet Clem (Vice-Chair);
Dean Cashman; Graziella Parati; Gregorio Amaro; Laurel Stavis
(Planning Board Rep.); Lauren Groves;

MEMBERS ABSENT: Kevin Purcell (Economic Development Commission Rep.);

STAFF PRESENT: David Brooks, Planning & Zoning Director;

1. CALL TO ORDER: Vice-Chair Clem called the meeting to order at 5:34 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. Mr. Brooks conducted a roll call attendance and speakers identified themselves.

2. APPROVAL OF MINUTES:

A. March 9, 2021

***A MOTION by Ms. Stavis to approve the March 9, 2021 Minutes as presented.
Seconded by Mr. Cashman.***

Roll Call Vote:

Members voting in favor included: Mr. Clem, Mr. Cashman, Ms. Parati, Ms. Stavis, Ms. Groves.

****The Motion was approved (5-0)***

3. OLD BUSINESS:

A. Westboro Property – Recommendations for Future Uses

Mr. Brooks summarized what is requested from the committee in terms of recommendations regarding potential uses within Westboro Yard. It was noted that the City Manager expects to reference the proposed uses in support of the City's request to NHDOT for expanding the lease area request.

Mr. Amaro arrived at 5:40pm.

There was discussion about how the pending request for recommendations differs from references to potential uses outlined in past plans and reports.

Chair Winny arrived at 5:52pm.

It was suggested that any recommendations from the committee should reference and incorporate earlier planning studies and should enable sufficient flexibility for the City to further design

1 potential improvements. It was suggested the City should ensure opportunities for year-round use
2 and not just seasonal use.

3
4 **A MOTION by Ms. Stavis that the West Lebanon Revitalization Committee endorse and**
5 **support the plan prepared and included in the committee's March 23, 2021 agenda packet,**
6 **including an intention for the proposed walking path to continue along the full length of**
7 **the Westboro property north of the railroad bridge over the Connecticut River to connect**
8 **to the City's Bridge Street property, to send to the City Manager so that he can**
9 **communicate it to the NH Department of Transportation.**

10 **Seconded by Ms. Groves.**

11
12 **Roll Call Vote:**

13 **Members voting in favor included: Mr. Cashman, Ms. Parati, Mr. Amaro, Ms. Stavis, Ms.**
14 **Groves, Chair Winny.**

15 **Members voting against included: Mr. Clem**

16 ***The Motion was approved (6-1)**

17
18 It was noted that the City will need to begin budgeting for the improvements it would like to see in
19 order to make them a reality.

20 21 **B. Streetscape – recommendations for priority improvements**

22
23 Alex Belenz, Planner from the Upper Valley Lake Sunapee Regional Planning Commission,
24 discussed a proposed program for "pop-up pilot projects". The RPC is interested in applying for
25 grant funding through AARP to temporarily implement and test out some of the recommendations
26 from the West Lebanon Visioning charrette.

27
28 There was discussion about the timeline and process for implementing successful strategies on
29 a more permanent basis. There was discussion about whether the City could enable outdoor
30 seating along Main Street in the same way seating is being enabled for downtown Lebanon
31 restaurants.

32
33 **A MOTION by Mr. Clem to support the Upper Valley Lake Sunapee Regional Planning**
34 **Commission's efforts to apply for grant funding for temporary implementation of**
35 **improvements along Main Street.**

36 **Seconded by Ms. Stavis.**

37
38 **Roll Call Vote:**

39 **Members voting in favor included: Mr. Clem, Mr. Cashman Ms. Parati, Mr. Amaro, Ms.**
40 **Stavis, Ms. Groves, Chair Winny.**

41 ***The Motion was approved (7-0)**

42 43 **C. Outreach Efforts**

44
45 Chair Winny noted that he and Kevin Purcell had communicated with some property owners along
46 Main Street and a more complete update would be shared at the next meeting. He recommended
47 that the committee focus on smaller items between meetings to show progress rather than getting
48 frustrated about no progress on bigger issues.

49 50 **D. Future Committee Schedule**

51
52 Committee members were asked to communicate their availability and preferred days and times
53 for the foreseeable future.

54 55 **4. NEW BUSINESS:**

1
2 **A. Presentation Re: New Business in West Lebanon**
3

4 No discussion.
5

6 **5. OTHER BUSINESS:**
7

8 Chair Winny suggested the committee authorize comments to the City Council in support of
9 options and funding opportunities for extending the greenway to West Lebanon. Mr. Clem noted
10 there are opportunities coming up this spring that could benefit the City, including the demolition
11 of Westboro buildings and the Wilder Dam relicensing process. Chair Winny suggested asking
12 the Council to support efforts to increase trails and recreational opportunities through the Wilder
13 Dam relicensing process.
14

15 ***A MOTION by Mr. Clem that the West Lebanon Revitalization Committee supports the idea***
16 ***of preparing a letter to the City Council in support of greenway extension from the***
17 ***Mascoma River Greenway to Boston Lot.***

18 ***Seconded by Ms. Groves.***
19

20 ***Roll Call Vote:***

21 ***Members voting in favor included: Mr. Clem, Mr. Cashman, Ms. Parati, Mr. Amaro, Ms.***
22 ***Stavis, Ms. Groves, Chair Winny.***

23 ****The Motion was approved (7-0)***
24

25 Chair Winny recommended the committee coordinate with the Arts & Culture Commission on arts
26 opportunities and work with the School District to investigate use of the Seminary Hill School
27 auditorium. Ms. Stavis indicated a willingness to communicate with the School District. There was
28 discussion about other possible efforts to enhance the arts and history in West Lebanon.
29

30 Chair Winny suggested a standing agenda item for community outreach and engagement efforts.
31

32 **A. Master Plan Chapter 4 (WLCBD) Actions and Strategies and Visioning Study**
33 **Implementation Strategies**
34

35 No discussion.
36

37 **6. ADJOURNMENT:**
38

39 ***A MOTION by Mr. Amaro to adjourn the meeting.***

40 ***Seconded by Ms. Stavis.***
41

42 ***Roll Call Vote:***

43 ***Members voting in favor included: Mr. Clem, Mr. Cashman, Ms. Parati, Mr. Amaro, Ms.***
44 ***Stavis, Ms. Groves, Chair Winny.***

45 ****The Motion was approved (7-0)***
46

47 The meeting was adjourned at 7:28 pm.
48

49 Respectfully submitted,

50 David Brooks

51 Planning & Development Director

Agenda
West Lebanon Revitalization Advisory Committee
May 4, 2021

Agenda Item #3E
Old Business

Outreach and Engagement Efforts

West Lebanon Revitalization Project | Outreach & Engagement Plan

Goal: To engage all members of our community to be a part of West Lebanon's exciting transformation.

Digital

Publicize through City of Lebanon website, neighboring communities, and partners using Facebook, Instagram, Twitter, Public Listservs, and Email.

Print

Posters, street lamppost banners and flyers

Events

Public Pop-up's (Park & Street Furniture)
Plaza and Roadway Art
Block Party
West Lebanon History Exhibit
Musical Performances

Keys to Success:

1. Showing Up: In most communities, only a handful of people tend to show up at public meetings. And the same people tend to speak up at town halls and online. Help engage a new batch of advocates by showing up and bringing your leadership team and volunteers.

2. Giving "It" a Name: Projects become more real, to the organizers and the community-at-large when they're given a name. Create a name, logo and a brand — and get the word out! Create a website, Facebook page, Twitter and Instagram accounts, and post your project's activities and successes.

3. Setting a Date: Give yourself a deadline and use social media to announce a launch date to build interest and support for the pop-up demonstration event and projects. Pick a date and stick to it. This will force you and others to not procrastinate. Volunteers work well under strong leadership, and an event date is a good motivator.

Timeline:

Branding/Marketing - Date
Block Party - Date
West Lebanon History Exhibit - Date
Musical Performance - Date
Plaza/Roadway Art - Date
Public Pop-up - Date



Above: Pop-up playscape, parking lot event, community garden planters, street banners,
Below: Map of south gateway-riverfront, main street village-core, and north gateway-river front.

Source: WALC Institute, AARP Livable Communities & City of Lebanon, NH Masterplan