



**Town of Wilbraham
Vision Task Force**

Envisioning the future of Wilbraham by listening to the expectations of the people of our town, collecting data, and examining trends that could impact that future

Mission

To lead a community-driven process to make Wilbraham a better place to live and work by gathering broad-based public input and generating a consensus-based guiding vision to address Wilbraham's current and evolving challenges and opportunities

Tuesday, March 12, 2013
7:30 p.m. Selectman Room Town Hall

Attendance: Carol Albano, Karen Furst, Chuck Phillips, Nancy Ross, Tracey Plantier, Stephen Brand Edna Colcord, Chris Novelli, Susan Burk (via skype)

Call to Order: Meeting called to order by Chuck Phillips at 7:30 p.m.

Minutes submitted by Nancy Ross from Monday, February 25, 2013 were reviewed. Note to add Edna Colcord to the persons in attendance. Motion to approve the minutes as corrected by Karen Furst, seconded by Tracey Plantier.

First Draft of Team Reports:

The first draft of team reports was due, Nancy Ross lead a guided discussion on the topics due with each team having the opportunity to read through their draft and discuss with the larger Task Force group. Sections discussed include Livability, Town Services, Business, Educational, Land-Use and Generational. Notes were taken by each team as their draft reports were discussed for their use in editing the drafts.

- Steven Brand noted that statements (and visuals) contained within reports need to be cited. Discussed the use of end notes as previously agreed upon.
- Discussed information which may be repeated in several of the chapters, such as "Wilbraham as a top 100 town". Tracey Plantier suggested that this should be listed in-depth in a general introduction section of the report and then referenced by individual chapters if needed.
- Karen Furst reiterated that quantities of attendants or respondents should be stated. Such as instead of saying a meeting was held with group-x, need to say a meeting was held with 42 members of group-x. Same process to be used when referencing survey questions.
- Tracey Plantier suggested that a google doc. of definitions be created
- Chuck Philips mentioned that he could assist the Livability group set up a meeting with the director of parks and recreation.

- Karen Furst recommended that all groups see the Business draft for boilerplate layout and information for steps-taken.
- Susan Burk recommended that we make sure the graphs can be read if printed in Black and White. Discussed the use of patterns as well as colors.
- Karen Furst noted an interest in how teams are defining “key issues” within their reports. Stephen Brand added that in his definition opportunities are visionary while issues are generally complaints.
- Tracey Plantier noted a theme in the survey responses where people asked for change but also noted that they want Wilbraham to stay the same.
- Karen Furst recommended that we show where Wilbraham ranks in each of the categories of the Money Magazine issue on top towns.
- Carol Albano inquired on how many survey respondents listed their age. Susan Burk ran down the age results which were grouped and graphed by Ray Burk. Noted that one 9 year old was not initially noted in the age category totals due to a handwritten response. Agreed by all that one person would be added to the total of the youngest group.
- Discussed the use of Expert Insight within the reports.
- Discussed the ages of respondents in further detail, Karen noted that the Generational chapter should be on the needs of the generations. Tracey Plantier recalled a previous vote not to analyze the generations but to look at the Town needs as a whole.
- Stephen Brand made a motion to include Generational within the Livability section of the report. The motion was seconded by Nancy Ross, voted and unanimously approved.
- Chuck Philips indicated how the ‘Findings Summary’ will evolve over time as more information is added.
- Karen Furst suggested that when referencing the “more effort”, “same effort”, “less effort” questions that the total responses should be listed.
- Tracey Plantier discussed how many sections of the report will have overlaps with other sections.
- Chuck Philips asked what is a significant number of survey respondents need to list the response in the report? Susan Burk stated that due to the number of people who answered the surveys is statistically significant than any information contained within any question of the survey is also statistically significant.
- Stephen Brand noted that Emergency Response is not yet listed in the Town Services draft. Karen Furst indicated that safety is a key word which she sees in the responses and that we need to include.
- Discussed the methods of ranking educational systems. Stephen Brand indicated that he would confirm with Marty O’Shea on what he feels is important.
- Chuck Philips reiterated that we need to be formulating a vision, not just list of the key facts.
- Karen and Tracey discussed how they split the writing of the Business section.

Discussed Next Version of the Draft.

- Nancy Ross indicated that the next draft sections of the report shall be ‘Expert Insights’, “Top Opportunities”, “Top Issues”, “Most Important Questions”, and “Out of the Box Idea”
- Susan Burke noted that if we want to be able to present at Town Meeting, we need to have more information derived from the survey and be more cohesive as a group.
- Tracey Plantier noted that the abstract should be getting started now.
- Reviewed the previously agreed upon formatting of fonts to be Arial, 12 Bold for the headings.
- Discussed having introductory text at the beginning of each section. Stephen expressed approval of this as it could act as an emotional grabber to the section.

Audience of Citizens:

- None

Next Meeting Dates:

- Wednesday March 27, 2013 at 7:00 p.m.

Motion to Adjourn:

- 9:30 p.m. by Edna Colcord and seconded by Carol Albano

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