



City of New Franklin
Comprehensive Plan Steering Committee #3 via Teams
MEETING MINUTES
November 3, 2022, 6:00-6:30 pm

- I. **Welcome** - Chairman Michael Conwell welcomed the Comprehensive Plan Steering Committee (CPSC) members to the meeting and extended thanks and appreciation to the Survey Subcommittee for their efforts. The goal is to get the survey out in the next few weeks. Michael also encouraged the CPSC members think of ways to help develop synergy, energy, and momentum.
- II. **Survey Update** - Mark Sedlack reported that both the online and paper survey preparations are complete. Katie Smith presented the creative for the collateral materials including the outer envelope, city signage, social media posts and timing, newspaper ads and yard signs. After reviewing the marketing materials, the committee agreed to Option A. Members thanked Katie for the professionally cohesive look of all the campaign materials. Mark reviewed the timeline to get the final art to the survey company with a mail drop date of November 17th and an in-mailbox date of November 23rd. The committee discussed the usage of tracking codes to ensure only New Franklin residents and business respond. Lauren Falcone said a good response rate to this type of survey is between 10-20%. The deadline to respond to the survey is December 15. There was some discussion on unique survey code in paper copies, it will be printed on the paper copies and there is a space to add it on the online version. Online survey can still be completed without code and all surveys will be recorded whether or not they have the code. Goal is to hear from residents and business owners and make sure there is no ballot stuffing with surveys.
- III. **Speakers Bureau** – Lauren Falcone requested that CPSC volunteers to be presenters of a power point presentation of the Comprehensive Planning process to the Friends of the Portage Lake Library, the South Summit Chamber of Commerce, as well as at churches. Jack Daniels offered to present to the Portage Lakes Kiwanis group in November. If you are interested in presenting, please let Lauren and Betsy know via email.
- IV. **Public Workshops** - Lauren has sent outlook calendar invite to the CPSC members to get the dates of the public workshops on their calendars. She will have more information to share once the survey project wraps up. The workshops will be publicized throughout the community, on the New Franklin website and



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in the survey. All workshops will be held at Gather at the Lakes Event Venue from 6:00 – 8:00 PM on 1/26, 2/7, and 3/9.

- V. **Housekeeping** - Lauren Falcone suggested CPSC members begin meeting and communicating more regularly by having monthly check-ins either virtually or face-to-face. Michael stressed the importance of coming together as a group, to learn about each other, and discuss the importance of the work we are doing on behalf of our community. Please let Lauren know via email as to your preference of virtual or in-person meetings. We would like to schedule one for first part of December.

Volunteers are needed to deliver paper surveys and to place yard signs. After a brief discussion on whether to include the QR code on the yard signs, it was decided to include the QR code to get to the city comp plan webpage.

Lauren thanked CPSC members and stressed we are getting closer on achieving the overall objectives of this effort and that now is the time to create a community “buzz” and get our neighbors and friends excited and interested in participating in the survey and the workshops.

Finally, Katie is getting quotes for printing of 100-150 yard signs and will let CPSC members know when the signs are ready for pick up and distribution. She encouraged members to make sure they place the signs in visible locations and remember where placed once it is time for removal. Locations for larger signs or banners include Caston and South Main Street as well as Manchester Road at Turkeyfoot Lake Road (these areas were mentioned as prominent locations used by the Tudor House Commission for their events). As far as the flyers, just post them in places you normally visit in New Franklin. We also have a list of businesses to target from Survey Sub Committee.

- VI. The next CSPC meeting is Wednesday, January 11, 2023 from 5:30 – 7:30 PM at the Portage Lakes Branch of the Library for preliminary survey data review and public workshop prep. We are hoping that all survey information is ready, but if not, we may bump Steering Committee back a week. There being no further business, the meeting was adjourned at 7:00.