

***Town of York ~ Village Study Committee  
Meeting Minutes ~ June 21, 2013  
York Public Library***

**Present:** Ron McAllister, Antonia DeSoto, Dawn Fernald, Gloria Gustafson,  
Peter Smith, Lew Stowe

**Absent:** Stu Dawson, Christine Grimando, Joel Lefever, Scott Stevens, Mary Andrews,  
Rob Yandow

1. Chairman Ron McAllister called the meeting to order at 8:35am.
2. There was a brief discussion of specific “key” stakeholders in the village that need to be included in any VSC outreach.
3. Ron reviewed a “Proposed Outreach Strategy” outline that he and Christine developed on June 18<sup>th</sup> with the following group discussion:
  - ~ timetable for 2013
    - Finalize the Scorecard: 12 Jul 2013
    - Narrow the Options: 19 Jul 2013
    - Adopt an Outreach Plan: 13 Sep 2013
    - Finalize the Marketing Campaign and Materials: 20 Sep 2013
    - Public Meetings (Stakeholders & at-large groups): 1-17 Nov 2013
    - Final Recommendation to the BOS: 31 Dec 2013
  - ~ plan to develop and prioritize a complete list of stakeholders with their contact details (merchants, civic organizations, municipal organizations, churches, residents, etc.)
  - ~ determine how to organize attendees to cover a wide range of stakeholders
  - ~ determine best approach to reach each type of stakeholder
  - ~ plan to make contact with all stakeholders during October
  - ~ identify high-traffic locations for display boards & other outreach material (Hannaford, Eldredge, MarketFest, municipal buildings, YPL, etc.)
  - ~ consider use of electronic media – FaceBook, town website, cable TV 3, etc.
  - ~ consider our own VSC website (see Manchester’s “Function Junction”)
4. The group discussed potential revisions to the “Dawson Scores Sheet” to make it more concise and simpler. The intent is to use one version of this form for the committee’s own analysis of the final set of options and another version as a future data collection device for feedback during public meetings.
5. Ron announced that the next two meetings are scheduled for 8:30am on Friday, July 12<sup>th</sup> and Friday, July 19<sup>th</sup> at the Grant House.

Meeting adjourned at 9:58am.

Respectfully submitted, *Peter Smith, Secretary*