

***Town of York ~ Village Study Committee
Meeting Minutes ~ August 2, 2013
York Public Library***

Present: Ron McAllister, Stu Dawson, Dawn Fernald, Gloria Gustafson, Christine Grimando, Pete Smith, Scott Stevens, Lew Stowe, Ron Nowell, Dean Lessard
Absent: Antonia DeSoto, Joel Lefever

1. Chairman Ron McAllister called the meeting to order at 8:37am.
2. A motion to approve the meeting minutes of July 19, 2013 passed.
3. Ron Nowell informed the committee that we now have a VSC mailbox in the secretary's office of the Selectmen /Town Manager which each of us should check from time to time. We can also determine if there is any VSC mail with a quick call to Missy (secretary).
4. Ron M. distributed copies of the options polling results which show the first choice as the Town Common, the second as the York Delta and the third as Minimum Change.
5. The group agreed that the title of the first option should be revised to avoid the idea that it is "minimum" but they were unable to think of anything better at the moment. Ron expressed hope that someone would think of a new name before the next meeting.
6. The group proposed several updates to the *Elements Opinion Poll* document which will be used for public input through electronic (web/cable TV) and print media and made available with our promotional material at many locations.
7. Dean suggested that we review our plans with the Cycle York association. Christine will contact Dave McCarthy who is their leader.
8. Dean also encouraged the group to do everything possible to inform the public and get their opinions before finalizing our plans (lesson learned at Short Sands Beach).
9. The marketing sub-committee reported they have met twice since our July 19th meeting and have drafted a script for a 5 to 6 minute PSA video. They will distribute a revised draft to everyone before the next meeting. The next challenge is to organize visuals to support the story line.
10. Dean described new technology from *GOKETA* that supports filming a 360-degree video view from a moving vehicle using an iPhone. The town may purchase one for DPW use.
11. Ron M. pointed out that our committee has no dedicated funds at this time. Dean recalled that \$50,000 was approved by the voters several years ago in support of improvements to York Village. Christine offered to submit a *Selectmen's Action Form* to begin the process of releasing a portion of these funds. The marketing sub-committee will prepare a draft budget for the PSA video project as part of this funding effort. Other expenses, such as website implementation and operation should be estimated as soon as possible.

12. A joint workshop with the BOS, VSC, Planning Board and Historic Commission is scheduled for Monday, August 19th at 7:00pm.
13. Ron M. will contact Chris Hartwell to determine how much website support she would be willing to provide for little or no cost.
14. Ron N. requested the group's ideas regarding signage leading into the village from the Spur Road intersection with Route One. It was suggested that signage describe the area as "Historic Old York Village."
15. Ron N. mentioned current discussions about potential town property purchases that would provide new parking areas behind town hall.
16. Ron N. also suggested that we begin to consider how we will incorporate the MDOT/MPI grant into our plans and be prepared to discuss it at the upcoming BOS workshop.

Meeting adjourned at 10:17am.

Respectfully submitted,
Peter Smith, Secretary