

DRAFT MINUTES

Master Plan Steering Committee - Survey Subcommittee meeting

Thursday, November 4, 2010 at 5:00 pm

Present: Amy Cunningham, Charles French, Robin Mover, Jim Campbell, Neil Ferris, Joe Moore, Molly Donovan, Ute Luxem,

Absent: Jim Lawson, Charles Forcey

Mr. French called the meeting to order at 5:10 pm.

Mr. French reported that the current status of the forum subcommittee's process is not fully known at this point. He asked Mr. Campbell what a delay in the forum meeting will cause to the Master Plan progress. Mr. Campbell stated that one month delay in the forum meeting will cause a couple of month delay in the Master Plan. It was agreed among the members of the survey subcommittee, that a delay in the master plan process is acceptable if members of the forum subcommittee feel that they need more time for preparation because the Master Plan will have significant influence on Durham's future development. It is desirable to have the process right, and get the optimal results from a forum meeting.

The members of the subcommittee discussed the pros and cons of issuing the survey before or after the forum meeting.

Reasons to administer the survey ahead of the forum meeting:

- Offering questions that can be discussed at the forum
- Timing issues because Mr. French's support is incremental for the creation of the survey, and he will be out of the country January 9 – January 20, 2011.

Reasons to administer the survey after the forum meeting:

- Citizens should be encouraged to attend the forum. Offering the survey ahead of the forum might cause less participation because people feel they already gave their input.
- Questions might come up at the forum that should be incorporated in the survey.

After lengthy discussion of all pros and cons, the subcommittee members agreed to work on a draft survey which should be ready before Christmas. The survey should be ready for public use after the Forum meeting to incorporate any questions which come up at the public discussions at the Forum.

- This would give Mr. French the time to get it ready before he leaves.
- Representatives of the different committees will take the Newport draft survey to their committees and work on one or two questions concerning their specific field of interest.
- The subcommittee will meet again, and finalize the draft.

Subcommittee members asked Mr. Campbell if the old survey from 10 years ago is still available. Mr. Campbell did not know the answer but promised to search for this information and make it available to members for use with their committees.

After the Forum meeting:

- The subcommittee members will incorporate all necessary changes, and bring the survey for approval to the Planning Board at its January 12, 2011 meeting. Should the Planning Board suggest any changes, the survey can be adjusted and return for final approval at the January 26, 2011 meeting.

It was agreed that the survey should be available in three forms:

1. Electronically (for example: link in the Friday updates, and on the Town's web-site)
2. Paper (Library and other public places)
3. Proctor for those requesting this service.

The question was raised if the offer of a proctor would lead to a bias because it would oversample a specific segment of the population. Mr. French explained that it is a common practice to oversample population segments that usually would not participate in a survey.

The question was raised if UNH students should be targeted in the survey as well. It was decided that UNH students are part of Durham and should be sampled. One question should ask if the person is an UNH student, whether he/she lives in Durham, if yes, on or off campus. That will give officials the opportunity to track both, UNH students and Town residents.

Subcommittee members agreed to bring the Newport survey and the 1995 Town of Durham survey to the committee they are representing to discuss questions regarding their specific field. Results will be presented to the survey subcommittee early December. The suggestions of the different committees will be incorporated in the survey draft at that time.

After discussion, the subcommittee agreed to the following dates for subsequent meetings:

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| • November 16, 2010 at 7:00 pm | Masterplan steering committee meeting |
| • November 23, 2010 at 5:00 pm | Survey subcommittee meeting |
| • December 10, 2010 at 5:00 pm | Survey subcommittee meeting |

The meeting adjourned at 6:20 pm.