

TOWN OF OLD ORCHARD BEACH
COMPREHENSIVE PLAN COMMITTEE MINUTES
July 31, 2024 – 6:00 PM
Council Chambers
(Draft)

In attendance:

Lou Valentine
Win Winch
Mary Pat Donnellon
Peter Guidi
Marc Guimont
Planner Michael Foster
Planner Jeffrey Hinderliter

Open Meeting

Meeting opened at 6:00PM

Jeffrey How's everyone doing?
Lou You got your quorum, right?

Discussion: Public process

Jeffrey We got the quorum. So, the purpose of tonight's meeting is really just to prep for the public process. And what that public process will include is a survey and at least one public meeting. And what you have in your your packets the agenda and you have the surveys. And the email that I sent it's all one survey but a portion of it Mike did separately he took a couple of the topics I took a couple of topics and we didn't edit anything to make sure it was like, Marc liked it. Marc liked it to see the different styles. We didn't edit to make sure that it was in one format. That will, of course, happen. But we just wanted to get the questions out to you.

And another item that is in your agenda tonight is a draft outline for the meeting. So the one public meeting, and I'm just saying one public meeting we can discuss that more this evening. But what I'd like to do tonight is go over the survey to see what you all think first of all we'll go over the questions and then a couple things like how should we distribute electronically and where to distribute. Also, how long should the survey be available, and then when should the survey start. To start off on just how we're to distribute, I checked a couple of different survey type sites and survey monkey, there's a bunch, there is a bunch out there. A bunch look good until you get beyond, it looks good, but then you find out that you need a subscription in order for it to look that good.

Peter But it's cheap.

Jeffrey yeah, but it's still, I'm just saying it's still a subscription. And I think Monkey was like 50 bucks and you know they were all and when you get into something like that it's just I have to you have to do w2s you have to do vendor lists you know it gets a little more complicated when it comes to a municipality not that we can't but it just know that it gets a little more complicated so the first thing I'd like us to do is just to see if we can do this for free. I did find one site that was free that we could do but one of the biggest limitations is they limit the questions and they also limit how you can analyze the data.

Peter Right, that's what they all do. Remember when I used survey monkey and I put up the early questionnaire, when you put the questionnaire out there and I used survey monkey, we got 200, 300 people that responded to it. You know, the problem with it is they won't give you the that they're showing you the data. And so I had to screen shot all those slides and they send them all to you 'cause it wouldn't, you know, if you want the tabulation, if you want to be able to leverage the power of the tool then you gotta pay for it, you know. But

there's also, you know, the subscriptions are like month to month, so I mean you, I don't know, they're for three months and then cancel the subscription. –

Mary Pat All right, can someone just donate it?

Jeffrey We can find a way, I know we can, if it's a pay, my first choice is to explore the free. I only took like an hour, two hours, just the other day, to look at the free, then play around with what's available for free. And those are the two things that I noticed about free. Limitation in the number of questions and the data piece.

Peter The real value to you is because it's a house one. The tool tabulates and presents everything with charts and graphs with meaningful output. You're going to say a thousand hours trying to make said, imagine if we get a good response, you have 500 surveys coming back, I mean, I'd like to take some back, you know, I mean, tons of hours trying to cabinet all the data, we're going to put it all in Excel spreadsheet, put it in an access database and try to make sense of it all, you know, those different people. Win I don't think the average person's going to go for all these questions. I've done a lot of these surveys, I responded to 10 questions. I keep saying, "When's this thing going to end?" There's only 10 questions. So I really worry about the concentration factor.

Peter I agree with you and one of the suggestions I made earlier is that we take those, break it up into like three or four different surveys. So when people, something goes on it, if they only really want to participate, a little piece of it, they can click on it. Maybe they interested. They go to a lot of peace of it. They get more interested, they go to a lot of peace of it. Let them come back. Let them come back and do more. You know, that's the beauty of it. But if you, you know, if we're going to reach the community, it's not going to be by putting paper at the public library because, you now, I've been able to five years, I still haven't been in the public library.

Lou In the business world and down in the Boston area, the survey monkeys every time I turn around somebody's using that. The other thing is there anybody with twinkle fingers here in town and do it on the town website?

Jeffrey what's twinkle fingers?

Lou who's a computer. Well, I seriously, sometimes you have a young a person that could eat sleep and drink this.

Peter We can put the link, that's the that's the distribution challenge, and we put the links everywhere.

Jeffrey Right. Right. Yeah. So, we may not have like the survey itself but a link to this the survey.

Peter What we can do is we can create a QR code on a sticker. Okay. And we can distribute those to businesses like Landry's and everywhere else. You know, just ask people that, you know, please take the survey, and people will take their phone and look at it, boom, the survey will be right there on their phone. So, you know, that's, you know, if we really wanted to try to reach a whole lot of people, and then more importantly, if they actually take the time to fill it up, actually make sense of the data they give us, there's no other way to do it anymore. You know, how on earth are we supposed to tabulate hundreds of surveys?

Jeffrey Yeah, the last time we did the survey it was it was all hard copy and I still have the boxes downstairs.

Peter's seen it we had an intern and one of her things was to cross -reference questions.

Lou How are you going to announce it too? How are you going to announce it on day one or promote it to the town?

Jeffrey So what are your thoughts? What do you all think?

Marc The bulletin board.

Peter Facebook, Google, various businesses will, you know, promote it if they choose to.

Marc And we have a couple of three associations that I can think of. Salvation Army is a cohesive community, Ocean Park, and Dunegrass. I mean, I assume that Dunegrass reaches out to all of its people. That's quite a big neighborhood.

Peter Everybody with the email distribution lists, you know, that it was who we can distribute the town probably has a big email distribution list. Wouldn't be surprised.

Mary Par They did a postcard for the trash bin you could do a postcard with the QR code.

Marc Well, would we be looking at only voters? Or are we looking at property owners? It asks in here, it asks in there.

Peter That's a great point though. The entry point is who are you? Click, click, click. Make it easy you know, let people, let people self-identify, you know, there's always going to be some variance in there, but you know, by and large. The survey monkey will make sure you have the same IP address, hitting through the survey several different ways, so somebody can't spam it out.

Jeffrey So that is probably one thing you may have recognize that this the stuff that we provided you and the survey questions it does not include it does not include you know who that who are you type of questions it's something that I wanted to ask all of you would you that adds a little length to the survey but.

Mary Pat you have to do it because you have to identify year round versus temporary people like or homeowner residents or property owners.

Marc So we can ask questions but not necessarily being don't give us your birthday just what neighborhood do you own that kind of thing?

Peter You can put the data in, if you can spit data out according to that.

Mary Pat You can slice and dice and see different segments, think differently about different issues.

Peter It's all becomes with the tool, it's all apparent. It's the only way to do it. These days anyway, you don't have a secretary pool anymore.

Jeffrey Okay, so let's get into that survey content itself. I can tell you, I can't speak for Mike because we truly did work separately on this. When we last met, you all gave us really five topics to write about that were directly related to the comprehensive plan sections. Mike and I discussed this, and we thought we should add one more, which we did, which is the topic of transportation. So we thought that was something that was important enough that we, the survey really can't overlook that. There's a lot of other stuff that's important, but based on our meeting, you wanted to keep this as short and concise as possible. What, again, not speaking for Mike, Mike worked on the quality of life, transportation, and public lands portion of the survey. And then I worked on the land use, public infrastructure, and natural

What I found was if you know I was trying to a couple things I was trying to do number one was think that this is going to be an electronic quick you know format to allow people just to make a choice and also have keep it short and keep it concise what I - Well, what I found was a bit difficult is, like, let's take on, in the survey questions, if you look at the very last page, land use right up top. Should town ordinances include standards to encourage higher density residential development? Yes or no? You know, that's great if no then okay no, but yes, what I wanted to do was I felt like I just couldn't leave the question just open. So what I thought well okay what does this mean again trying to keep this short. So what I thought would help most when it comes to our future land use planning and when we're assigning that units you know per acre, the density calculations, is where in town if you if you want higher density where in town. I tried to come up with landmarks something that would encompass a fairly, a decent size geographical area that we could then translate into a zoning district or on our future land use maps. So I looked at the future land use work that we did and this all kind of translates to one of those future land use districts.

So what was hard was, you know, having some of these open-ended questions without the follow-up.

Peter I think that's been a while since I've used some of these tools, but I think some of these tools have, whenever there's a question, there's also a place that the customer can click and there's like an explanation of the question. And I think that that's a great opportunity, you know, for you to, you know, provide color to a question. You know, if somebody is not sure about, you know, what this question means, they can read a little deeper. I wouldn't be surprised if there are some out there now that I'm a video sponsor of a video where you can actually explain it. So, yeah, I mean, I think that -- I really liked the questions because I felt for the, unlike some of the early ones, I don't know, they weren't leading. I thought the questions were just, you know, they were very vanilla. They didn't seek to, you know, they didn't seek to create an agenda in the question itself. And that's what I was really looking for, just simple questions that weren't leading people to, you know, a

predetermined conclusion you know. And I thought so I really like that a lot and I think that the answer to your question right here is that when you're looking at what tool you want to use I would be looking for one that allow you to add comments to the question for somebody who wants to read deeper into the question.

Marc yeah I found that very difficult as I was going through it as you and I were talking in the pre-meeting since we were locked up. What you have, should the town encourage affordable housing? But as we were discussing, what does that mean?

Jeffrey Yeah, that's a really good point, yeah.

Win Density.

Jeffrey Yeah, what does density mean?

Marc Is it?

Peter Well, it's a lot of things.

Win Basically what are your big costs? We had a planning board we had brought out here, of course it didn't go too far because of other issues, but I mean basically they're trying to get the cost down. So like you've seen in other cities, they cut down the size. Read the paper what Sanford's doing. They're building, you know, they're basic. They have three bedroom, they're some of starters, but they're greatly reduced in size. So it's a density issue. Sanford, they're putting them all in one building itself, basically.

Marc But it's also market?

Win Well, The state mandated, I mean Mike can pick up on this as well, but the state mandated certain densities in certain zones, but this town is an awful lot of, to me it was just under the radar wasn't it, a lot of these lot sizes, but a percentage you can add to a lot size. In other words, an ADU, an accessory dwelling unit an ADU is a way to increase density and that's coming in anyways in certain areas in town not many but you know.

Marc I don't understand why does accessibility increase density

Jeffrey affordability.

Peter the LD2002 which pushed it creates a whole set set of state regulations. One of those was the accessory dwelling unit, which means basically there's no such thing as a single family lot anymore. I mean essentially, you know, every single family lot, okay, you have to allow somebody to build an accessory dwelling unit or not.

Marc I don't think they could on mine because you'd be wet.

Peter You'd be in the back of your lawns, you'd still have to be setback requirements but short of that, right?

Planner Foster Yeah, the biggest one that it doesn't include is density. But you still have to, our ordinance is fairly restrictive. They kept it on the more restrictive side due to concerns with rentals. But yeah, density is the one that isn't counted for an ADU.

Jeffrey Yeah, and I think what Win's saying is a part of the affordability is allowing increased density, which encourages developers to build more, so then a certain percentage of that could be under the affordable piece, and that's certainly part of it. That gets more deeper into the affordability I think what folks are looking for is like the Maine state housing definition of affordability, medium income and this is that house you or unit or apartment you can or you know whatever you can afford.

Peter There's a technical meaning for affordable housing, but there's also the use of the term in common language. And I think the way most people think of affordable housing in common language is the notion, okay, that a guy who works 40 hours a week and has a wife who stays home with a couple of kids going to school, they can afford to buy a house. I think that that's, you know, what most people are thinking when they say affordable housing, as opposed to some state-centered rules and regulations, is that this is what affordable housing.

Jeffrey Yeah, and affordable affordability is different municipality to municipality because the median income is different in each municipality and then that translates to what's affordable for that median income and that municipality.

Win I know nationally it's defined by a certain percentage of your income. I forget what it is, it's not even as high as 30%, I forget. Some of these people can't afford to put food on the table. And I just had my first

experience today when my Periodontist called and said, "Got to cancel your appointment, we can't get enough people." That is worker bees. And that's a real issue. That was the whole thing in Cumberland. I kept a lot of friends about about when they voted down that housing they said who's going to clean your pool, who's going to plow your driveway. You forget about this stuff and the other big issue in this town is short-term rentals which is which nationally is driving up. Palm Springs, California is a good example where they didn't they cut back they get a 20 % by zone their housing class out there dropped by a third, Nantucket has it so there's no corporate ownership of multiple dwellings. It can be a private person in Nantucket or another person, but no corporations. So I mean, that's the big thing. That's the whole thing nationally.

Marc Are you advocating asking people their age, their income.

Peter We should have a range. Absolutely. That should be in there.

Win They just can't afford to live, you know. But the city of Portland's got a big problem there and they know it. That's why Portland requires what a certain percentage of every multiple building, I forget the number of units, has to be affordable. So some builders in Portland will say in lieu doing that I'm gonna donate whatever the amount is it's millions of dollars. A couple high rises there in Portland they instead of putting in affordable units they gave the city millions of dollars to subsidize other affordable houses. I mean it's a real huge issue.

Jeffrey Yeah, so, that's a whole other, a whole other conversation.

Marc So, are we generally agreed that we would want to ask personal income and age?

Peter Yeah, I think that's reasonable.

Win No, it's not that, it's just the way it is. Based on, but why do people, why they don't, can't afford to live there?

Peter I think there's two different questions here. In the survey, it should be, you know, what's your income, and there should be five blocks, you know, 50 years, 75, 75, go on, blah, blah, blah, blah, and people just click off about where they are. Are you married, you know, you've had a household, just, you know, just, you know, the simple click, click, click, click, and that will provide us with a depth of information. When the data is tabulated, there'll be a depth of information there that you can apply to the rest of the questions and start to find out if you've got segmentation, you know in different areas based on various demographic issues, you know, you wouldn't see if you don't ask the question.

Jeffrey Yeah, that'll all be part of the who are you portion of the survey. You know one question on who are you, should that be at the beginning of the survey or at the end of the survey?

Peter right at the beginning. If they don't want to do that, there's no point in having to move on.

Jeffrey At the beginning?

Peter Yeah, and I don't think it has to be mandatory. If somebody wants to skip it all over, they should at least present it. They want to click none of your business, let them click none of your business. Just move the data as far as I can.

Planner Foster Yeah, because I think unless some of that personal demographic responses tie somehow into the survey questions that information might not even be necessary because we have a lot of that through census but if it's directly somehow ties into the survey itself, then it makes sense.

Peter Every question, we'll tie it to every question because every so I think it's you know I don't think we have to be like usually granular on that, but we should at least get enough information that we can discern the difference between year-round residents and part-time residents. I think a good question. Do you have seasonal rentals? Don't you have seasonal rentals?

Jeffrey And that really gets into the importance of the data collection, so you all are right that we have to, I feel like not even looking for the free stuff after this conversation.

Peter this is going to be a delivery of useful information. Old Orchard is a bit more different than a lot of places because so much how our real estate is tied to our tourism business You know, that beach is, you know, skews everything, you know, just changes everything. And so I don't think the problems that a lot of communities are

facing are similar to ours, but Portland's got a lot of problems. They don't have a situation where a significant amount of their houses turned into, you know, hotel rooms. That's for sure. Jeffrey Yeah that's true. So back to the questions any.

Planner Foster With the affordability one would it depending on what type of affordability we're talking about what it makes sense to just take that Whatever the 80 % AMI is for York County and put that number in instead of using the term affordability or do we actually does the question means something else? Because I feel like that if you had an actual number that puts you know what meaning behind affordability but is that what we're talking about or something different?

Peter I mean, you know, the real estate market is just bananas, but it is what it is.

Marc But as we ask the questions, I mean, everybody in favor of good stuff, motherhood and apple pie, but when it comes time for a budget and a tax rate, their views change. So somehow, my note here is what is affordable housing? A town needs a mix. Economics matter. So if you say, gee, I want all this affordable housing, but they can't afford to pay their taxes, or people are rebelling, that's gotta be worked in somehow.

Jeffrey That's a tough one to work in a short concise survey. You know with you know, like climate change you could get into politics if someone says no, are you a Republican? Also remember we have like a month we have a short time for this public process.

Peter People are going to participate in bits and pieces. It doesn't have to be this huge, they don't have to present people with this gigantic overwhelming thing that they look at the first time. Bait them in, give them some reasons to be interested. Keep, let's have a steady social media campaign asking people, and I would even suggest, we say as well, there are gonna be a series of five short surveys over the next three weeks. We love it if you participate. And then, you know, all of a sudden people are engaged in the process, maybe a little, you know, and to me, you know, trying to get me to sit down and fill out, you know, at the computer for 45 minutes to fill out a survey. You can get me for 10 minutes.

Planner Foster What if the affordability question was framed differently, like, you know framing it around recognizing the housing shortage everywhere and then what type of housing should the town encourage and then like affordable housing is one of the boxes they can check.

Marc Age also has to enter into that. Are we talking young families with kids? Are we talking elderly housing? Some of us are getting there.

Jeffrey Yeah, I, you know, it's a lot could factor into that. You know, and I hear what you're saying, Peter, and that does make sense. It, it's, you know, how, do we, we agreed last our last meeting to make this short and concise. Before a couple months ago we were going to have a larger public process now it's a shorter. I need I need direction or I'm just gonna storm trooper right through this stuff because I got deadlines and I got to move forward.

Peter I think as you start to build the survey once you make a selection on the tool is you start to build this thing, you're going to learn more about what its capabilities are and you're going to take, you know, control of it and you may find, you may, you may spot opportunities to build this thing out in ways that we hadn't discussed, hadn't seen, none of us know about because you're the one reading it. And I think, you know, as I mentioned a while ago at this point, you know, I think whatever you guys need to do to get this thing done, let's get it done. I think you've got my support, you know, to make one of the decisions you need to make, you know, to get through it and get it out. It's not going to be perfect. We can all spend the rest of our lives on it, it's not going to be perfect.

Mary Pat Seriously, if you get a tool like those pretend and survey monkey, you could have this thing built out in an afternoon. Yes. And you should have a few people try it and test it, see how long it takes them, tweak it, refine it, make sure you get the information out that you want. Simultaneously, someone can be working on the marketing and communication plan and then you execute. This really isn't very complicated, I think. So I think if people are generally okay with the questions, just do it like it's not that complicated.

Jeffrey Well, that's what I want. That's what I want to know. Are we okay with these questions? Right now we're going age, we're going all kinds of other directions that is just expanding this survey. And when I say

expanding, it's you can say the age, but then we got to think how do you build this in? How do you create that in a question that people can understand? How do you make it logical so it flows so it makes sense to people that you know. For us for Mike and I that that takes time and it's just.

Lou everybody here knows what they're talking about what to expect with so many people out there aren't going to understand what you're asking.

Jeffrey yeah well I like that idea of having that explanation, you know, what is affordable housing? What does density mean? Yeah, but people aren't going to read it, Jeff.

Peter as far as putting this together, getting it online, and starting to test it and make sure it's readable, that it's understandable, and that it's generating some output that you like, is all that's necessary to take the next step. And the beauty of it is if you don't like something, sign it and change it.

Mary Pat And be just like, it should be a reasonable time that it takes someone to complete it. So they can't finish it in 15 to 20 minutes. And then you just pare some things back. Some people, if you give them open space, they might want to spend longer on it. That's their choice. But someone should be able to go through it and finish it. And you can put that on the thing. Take 15 minutes to impact the future of Old Orchard Beach. I think you can still get people to do it.

Peter And if you're breaking up into sections-- I've been wanting to say this section takes five minutes. This section takes 10 to 12 minutes. It takes five minutes, and then you give people some expectations if you go in that direction. I agree with everything that's being said here.

Win You know, tonight's a good dry run of what a meeting could be like. You don't want to get on this road. It really is. So you're really going to have to, I think you have to really tighten it in.

Jeffrey Well, you know, as you'll see when we get into the meeting, the public meeting, I did do that where we spend specific time on topics and we either you know we either can move right on to the next topic if we don't reach the 15, 20 minutes that I have or once it's 20 minutes it ends and we go to the next one but we'll get into that in a couple of minutes.

Marc on the timeline survey, survey, then public meeting?

Jeffrey We'll get into that at the end. That's something that I wanted to discuss too. So how about this? What if we take these questions as is, maybe we see with whatever survey monkey, whatever tool it is, if we, like aesthetics, does everyone know what aesthetics is. You know, maybe not. If you plug in like, I don't know, like maybe something with a question mark and that'll, you hit that and that'll explain whatever that is a bit more. It's up to people if they want to hit it or not. We can't control that. We can't get too in depth. That's why we won't include it in like the main body of the survey. It'll almost be like a sidebar that's voluntary where people who want to get into that depth have that choice to do that. But other than that well there's still needs to of course there still needs to be some work with these questions. We'll get this we'll get it in an electronic Survey monkey, whatever and get it you guys will be our test. And we'll get it out to you to see what you think what we should change around maybe what we'll find is we'll try to do this in, I agree that 15-20 minutes, but if you can't do it in 15-20 minutes then we'll look at breaking it up.

Lou The last question on the survey is how long did it take?

Jeffrey I don't think we even need to ask that.

Lou That would give you a clue if your sample survey goes out and takes somebody half hour.

Peter It's going to tell you how long it took. It's going to give you averages. You're going to get more information out of that website than you believe me. You're going to have 250 people fill this thing out as good things as you can spit out more information than you can read. It's just, you know, they're amazing tools. In fact, if I were going to make any other recommendation, you know, we should take these and give them to somebody who's an expert in putting together surveys and say, "Here, put the survey together of the for us. They know more about how people, you know, how people think and ask, how questions need to be asked. It's sort of an expertise.

Win Working backwards, what's the date? What date are you shooting for?

Jeffrey We'll get into that.

Win OK because I tend to work backwards to see if we can get there.

Jeffrey Okay so if we think of the overall date what I was thinking is the surveys public meeting the whole thing would be wrapped up around mid September.

Win Okay because it's five weeks to Labor Day this weekend right? Four weeks. Yeah.

Marc Whatever happens, it's not going to be a perfect survey. I think that the worst thing that could happen is not to make progress. It's imperfect as whatever it is, that's okay. Let's move forward.

Win We've got to have the public hearing.

Peter There are going to be a lot of people who are going to hate and a lot of people who are going to love it and I think the point, part of the survey is to say, look, we had 750 people fill out surveys and these were the results, the comprehensive play reflects the will of the town.

Jeffrey Yeah, and no matter what we do, there's gonna be a lot of people who said they had no clue that it was even happening. –

Win Right, oh yeah, the average person doesn't.

Peter Right, unless you ask questions about marijuana and everything.

Win That's why you have to do this process.

Jeffrey Yeah, that's one of the things I took into consideration and shrunk the time frame.

Win It's required by state of Maine, whatever, where we happen to, you know, this is so the average person say, I like it the way it is. Let's leave it alone. We can't.

Marc you know, because changes inevitable. Yeah. The just as you, as you refine the questions, affordable housing, we are all a little concerned as to what does that mean. The other piece that I had trouble with was should the town provide incentives to encourage business growth, what does that mean? Because we are not going to get a widget factory, businesses are going to serve the community, they're not going to be a manufacturing plant that sells far beyond our borders. So I think we should look at the questions and say, are we now, are people going to understand that?

Jeffrey So like examples of incentives.

Marc Or examples of business. What are we talking about?

Jeffrey Yeah, you know, And I'm saying, what I say, there's a part of me that agrees with you, completely, but then there's a part of me that has to be stuck in the reality of what we're trying to do with this survey. And that's one of the things that I was wrestling with, Marc, when creating these questions. You know another question could be what type of business growth should The town encourage over the next ten years .That's a good question, but it's still it's another question and then you have more and more and more.

Marc But I think people need to understand, we're not gonna do an industrial part, that's not our nature. But what do they mean by business? And to me, it's something that serves the community.

Win I mean, really, we're really like a Cape Elizabeth, you know, or, of course, ideally York Beach, but I don't know where they are in this whole and if they've done this or that, they're probably most like York Beach.

Jeffrey You know, and serve the community could get into different things. Serve it financially, let's say it's a call center. You know, it serves it financially, tax wise, employment wise, but it doesn't serve it retail wise. So, you know, what is served. Yeah, but you know that's how it can go on and on and on. That's why but still I'll think about that when I look for these tweets or explanations.

Mary Pat Well you can leave a little open if someone wants to write a little more like that and just yeah and you they can do with a little optional box. Please explain.

Jeffrey And that's one thing that I was trying to do was to make it as much of a check off or hit the circle.

Mary Pat Yeah, you can still add open spaces too. So you have your black and white binary, yes and no, but then you can have some of the context.

Peter It's been a long time since I've used it, but as far as I recall, you could have like a question, you could have three checkoffs, and they click on one, and when they do that expands, and underneath three more pop-up, you know, so somebody answers this way, there's three more questions, and they click on that, and you know, and

the beauty of it is, is that it tabulates, so you, you know, it's when you get, when you pull your reports, you know, it tells you, you know, a meaningful and easy to read way what the results of the information you've been asking for. You know, that's really the key. I mean, you know, when I, you know, I was, I spent a lot of time as a sales manager. And, you know, when I get started, you know, all the other sales managers want to call reports. I want call reports out of my sales guys. I have 50 sales guys. I'm looking at 16 reports a day for 50 guys. What the hell am I going to do with that? I'm Certainly not going to read it, you know, so you can't ask information from people that you're not actually going to use. And so we have to, if we end up, if Jeffrey ends up with four boxes of crap in his room again, then an intern took four months to feed in. That's not of any value. It's just not valuable information. You can't use it. And the beauty of this is if stuff stops coming in and it raises more questions, you can change it.

Mary Pat Or if the question doesn't give you an answer that's actionable in any way, then just delete the question. It should be actionable and give you real information. If it's too vague and you don't know what yes or no even means, then why are you asking it?

Jeffrey again that's what I was having trouble with when I went into this and I was originally thinking you know oh I could just yes there's no type of questions but that just that just was not working so it was leading to these follow-up questions but on the same yes or no topic.

Marc but survey monkey allows you to make more comments

Peter oh yes you know and there are other ones. It's been a long time since I had to do this stuff professionally, but I mean those tools have all just gotten more powerful, a lot less powerful. And there's probably, I wouldn't be surprised if there's a special one out there for municipalities that probably has canned surveys that they can use.

Jeffrey Okay, so what we'll do is, we'll create a survey, get it electronically, send it out to all of you to see what you think. We can meet to discuss or you can just do it at home, whatever is most comfortable for you. You can take it, get your comments what you think and then we'll take those comments and prepare let's say like a final survey draft for the one that will actually go live. So just typing in comprehensive plan survey on Google the first thing I got up was the Montgomery Comprehensive Plan online survey there are a gazillion of them sitting out there already? That was all of my best friend's plagiarism, by the way.

Jeffrey Yeah, you know, it's probably my fault, but I am not the type of person who likes to take other material and repurpose it for us. Whatever I do, I write the original ordinances. I do a lot of original work but that's that's me, that's just me but anyway. We can well we'll take a look.

Win again what kind of timeline do we have I mean I keep thinking this is gonna be a couple weeks and then the holy smokes and this is going by so fast.

Jeffrey So we'll get into that timeline at the end.

Win Because that determines so much. What you can or cannot do. We can have the world's best survey and then nothing nobody shows or so late that no one knows about it.

Jeffrey like you know we're saying with the QR code how to advertise on Facebook, on that thing out here that's going to be key.

Mary Pat isn't there somebody that works for the town that can help with that?

Jeffrey Yes and no. We have our HR director who's also the HR director who does most of our posting stuff that, you know, that public posting type of stuff. But one thing that we're running into difficulty with some things right now is with our town manager on leave. She is having to fill in some, everyone is trying to fill in some spaces. And it's that time of year to where vacations and all that. So yeah, so we do have some help, but not like that dedicated IT type person.

Mary Pat I think you just need a type message with a link to the survey and often you list all the channels that you need to post to it. Yeah. And with a deadline. It's not, it's really, it shouldn't be very hard. It's like a little blurb. The QR code or a link and that.

Lou I know you've reached out to the schools in the past. Is there anything that you UNE could do?

Jeffrey We don't have the time. Yeah, because we're gonna be switching back to the future land use plan and to the inventory sections which I'll talk about at the at the end during the fall. That would be great though. Okay, so, meeting.

Right now, what you have in your packet is, I guess kind of a scripted outline. I did something similar to this when we did our public meetings for the comp plan in in the past but I did change it around quite a bit when I was working on this and thinking this through yesterday. The first thing that I did was I wanted to tailor, okay well first let me back up here. So, what I'm thinking is, and this is again based on our conversations, is one public meeting. I know that there were some comments about, and I keep on thinking about Peter's comment, which I thought was very good, was, you know, getting something taped and recorded so you can see this. I like that idea. I'd still like to, you know, work through that to see how that can be done. So I haven't forgotten that, just so you know, I really do like that idea.

But right now it would be one public meeting and it would be more of a visioning than a reviewing of the work that we've done. So, for example, we did a lot of work on the future land use plan. We won't have a meeting, at least in this, this, you know, this brief time that's gonna come. But in this brief time, this would be more of a visioning meeting. And the content of the meeting would be directly tied to the topics in the survey.

Peter You know, one of the ways to do this check frame might be just for you to establish a large engage comments and play in the Facebook group. And you can control, you know, you'd be the only industry who might be the only administrators, people who control posting. And that way you can create all your little videos right at your desk and you can post them all out. And you can build it all out inside of the Facebook group, which most people are familiar with, and if you even get the survey launched inside of the Facebook group, and then the Facebook group could be promulgated through the various town channels. That might be the quickest. That's free. It's a free tool. I don't think a page would be more. If we're gonna promote it, if you're gonna, if we're gonna say, all right, we're gonna take this and now we want to make sure that everybody who's got a Facebook page in a lot of it actually sees it, that we need a page in a group. Which wouldn't be about me, I don't know about that. But that might be the, that might be the, you know, and you might even think about having an Old Orchard Beach planning page, and then have the comprehensive plan inside of that page. That might be, I mean, if I was to do something with that for myself personally, I could have that done in the five to six hours online. That might, it's free, it doesn't cost any money, you know, it puts you right in the middle of the way everybody's communicating.

Jeffrey Yeah, you know, that's a good idea. I did certainly look into that.

Peter Do you have a Facebook page, or do you have your Facebook profile yourself?

Jeffrey No. No.

Planner Foster Uh, maybe. I did at one point. I don't use it.

Jeffrey Yeah, I did at one point. I did too.

Marc Yeah Just a couple of thoughts. The first point is that we are an advisory committee, not an executive committee. And so, therefore, it's a group of.

Jeffrey You're an advisory ad hot committee too.

Marc Okay. Thank you. But in that role, I mean, it's your responsibility and you've got to make important decisions. I would like to suggest that everybody fill it out, put their name on it, and submit it to you. Jeffrey What are you talking about, Marc?

Marc Surveys.

Jeffrey We're on to meetings.

Marc I know, I know that, but in order to refine it, let everybody submit it and make a commentary. What do you understand by the questions that we all add when we have the question of affordable housing? What's affordable housing? I think that's important to provide that feedback.

Jeffrey Oh, that totally, yeah, it totally helps me, yeah.

Marc yeah and then we all understand we don't get a vote so

Jeffrey you don't get a vote

Marc no we submit this to you and you take it and do what you will with it

Jeffrey well if you didn't get a vote we wouldn't even be meeting right now. I mean your opinion is your vote. So, and you know just our discussion on the survey, it certainly opened up my eyes to a number of different things that I would not have seen unless we did not have this discussion.

Peter And what we're talking about in the meeting was one of the things that I suggested to Jeffrey is that, you know, the best way to add commentary is video, you know, people aren't here to speak. And if he's discussing, you know, most people have the ability to create a video right from their phones these days. So with a little bit of prep he could film a five minute section on something he wants to discuss with the public and he could post it up so if somebody wants to see it they can look at it.

Marc Does the town website offer that?

Peter So there's a lot of different ways to, you know, there's a lot of different channels online and some of them are free and some of them aren't. Facebook is obviously the dominant player in the game. And there's a lot of activity I can tell you. 365 built a hell of a lot of activity for Old Orchard through Facebook. But there's several groups that have many thousands of people. There's a lot of activity. And there are places people like, you know, like Kenny Blow, you know, their active one, their very active one, Facebook, you know. And so, you know, the question is how do we get this information in front of the public in a way that meets the state's regulatory requirements for public input, right? That's the whole point, isn't it? You know, you've got a variety of things that you have to get done by the state. And at the same time, it would be somewhat nice to be able to educate the public to the extent, you know, that they choose to be educated. One of my great learnings from this meeting really is I don't know anything about what goes on in this town. I mean, I thought I did, but I've learned that I don't.

And that's kind of a harsh thing to figure out. You can say, oh, shit, all I know is what I see in front of my face. These guys live in it every day, every day. And we don't.

Jeffrey So one idea that Peter had, which I think is the idea is what if we created a Comp Plan Facebook group as part of the public meeting type of process.

Peter and both you and Mike would take on, you know, take on those sections and, you know, you discuss it and the survey link would be in there. People would say, "Oh, you know, tell people what they need to know, what you think they need to know. Then when we have a meeting then maybe a whole bunch of people would show up and it's a yeah I saw your videos, and I did have a further question on this. But I mean, you know the digital channel is really the only way to fly anymore. I mean for instance it kind of carried into my business, you know. We don't have a vacancy sign in the hotel. We don't need one.

That business is all online. Nobody's walking. We don't care about people walking down the street figuring out where to stay. 25 years ago, that had killed him. That's the world we're in.

Jeffrey So, we're thinking of one public meeting. That would be a visioning session versus review of work. We've done a review of work Well done will happen in the springtime When we have the first complete comp plan and What I'd like to know is what are your thoughts on this meeting structure?

Lou Excellent. You gave it some good thought.

Jeffrey Thank you. Yeah, this took a couple hours to come up with.

Mary Pat Can I make a suggestion to you? I think it would be worth it if you had a facilitator. So it stays in the line. If this is a good outline, it's open-ended, and you just have to be ready and I just think to have someone that does that professionally for a living would help you keep this inline. Just a suggestion. I don't know. I thought we had a little bit of a budget for this committee. I think the budget will be well spent to just have someone come and be your facilitator for a couple hours. Just a thought.

Peter During the meeting?

Mary Pat Yeah, just to help like facilitate the meeting not to they're not providing input or shaping it there because the only thing that could these are all good questions They're open -ended. I think you can get good feedback but if you don't keep to your 15-20 minutes, the thing's gonna go off the rails and you got to keep it on the rails and I don't think it can be longer than 2 hours. So like there's risk in this because of the open-ended nature to keep this thing on track. So if you only want one, it's got to be so tight and you cannot afford to go sideways.

Peter by having a facilitator, he's got a higher authority who's controlling the whole thing.

Mary Pat That's right. You could be good cop and let that person be bad cop because no offense, but I don't see being bad cop is going to be your nature. And I think you need someone to keep the trains running. That would be just my advice to you.

Jeffrey That's a good advice. Right, so I was thinking of really it would be three people. One would be the facilitator, but I was actually thinking me, maybe I'm not the best person for that.

Lou That person might have to shut you up too well talking anyway.

Peter you know if you are a public citizen and I'm talking to you and I'm expecting an answer if you tell me I don't have time you know I'm not appreciative of that.

Jeffrey yeah that's it that's a good point. So I was thinking a facilitator. I was also I think that we're going to need some sort of PowerPoint or flip chart or something so someone who can concentrate on that and then someone who can take notes.

Peter and also if you're presenting the results of the survey because this meeting format follows the survey. So if the meeting format follows the survey, and a big part of what you are doing is presenting the results of the survey, and then opening up the room to some questions for explanations, okay, and then that's good.

Jeffrey What, I was going to, my plan, this is what I was going to get to the end, is to run the survey and the meeting concurrently. So we would have all the results at the end of the public process, then get all those results, and we would sit down and figure out how we need to incorporate that into the various sections of the comp plan.

Marc How would, how, I'm sorry, are you asking people to fill out the survey again during the meeting?

Jeffrey No, no, so I was thinking a survey would go out. Okay, so let's say mid, I was thinking, here's what I my thoughts. The survey would be ready, we'd all test it. It would go out by mid-August, third week of August, or right around there, mid to late August And it just goes out for 30 days. In that 30-day timeframe, we would also have our public meeting. So some people may have some questions on the survey, some people may not see the survey, it would give people an opportunity to come in to discuss the same topics as the survey, but just in a different manner, just in the public meeting manner. And then we would get the results from the survey, from the meeting, and at the end of the public process, we then get all of that data and figure out how to incorporate that into the comp plan. That's my idea.

Peter Yeah, I'm going to take a little bit of this issue on that. I think to me that's a little counterintuitive, Jeffrey. I think the survey goes out, okay, and let's just assume that there's a number of surveys that have to come back for us to consider it successful. Let's say it's 500, which would be huge compared to what happened at the library, right?

Jeffrey What happened at the library?

Peter How many surveys did you have thought back the last time?

Jeffrey We got about 500. And those were all paper copies.

Peter Well, I think the meeting should follow, and it does, the topics are the same as the survey topics, right?

And then I think in the meeting, you would be presenting the findings, okay, and for people who disagree and have alternative opinions, this is an opportunity for them to voice it, okay, and now you've got the results of the survey, you've presented the results of the survey, and somebody says, well, you know, I feel differently about that for these reasons. And you know, you can note it, but ultimately, the point of the meeting is to present the results of the survey. And so this is what the public has told us. So that people can participate in the survey,

okay, have an opportunity to hear from the town and you can, at that point, and what you can do is you can, I think where that becomes informative, is as you elaborate more deeply on what those results mean to you in terms of the development of the comprehensive plan, which is what people really going to care about.

Jeffrey I didn't envision the meeting at all in that way. It was it was more of a visioning session to you know, it works with the with the survey because it has some of the same topics, but it's more of a visioning facilitated meeting to help support the survey, not presenting the survey data. That's what I.

Mary Pat I have a question. What if you found out something in the visioning session that was very different?

Jeffrey I don't have an answer for that, yeah, right now. Could there have been a problem with the way the questions were asked. I don't know?

Mary Pat that's a little bit the risk you have. How are you going to assimilate all this into one answer? You know if they're different I don't know. So that would be an argument for keeping them more like giving some kind of a readout and then discussion. This is like ,we'll share then discuss, like five minutes sharing for every section, here's what we saw at a high level, what else do you guys have to add that may not have come out and survey and have it open.

Jeffrey I can tell you doing that is actually would be an easier meeting to do and it would push the meeting I was thinking that the meeting was going to be maybe around towards the end of August that would push the meeting back just to give people time to complete the survey to probably mid-September.

What do you all think? That's not how I envisioned it. It's not how I envisioned it when creating this. I would have to redo the structure. And maybe that would actually give us time for a meeting run through after you take the survey. You could-- we could do a practice-- just a thought. But I'm happy to work on it on a completely different structure, but just so you know that that wasn't what I was thinking when I created this right here.

Peter I thought it followed the same topics as the survey.

Jeffrey It does but I but the piece that I don't have in here is going through each topic is going over the results of the survey, what we found, what our findings were of the survey?

Peter Well, and more importantly, not just what the findings of the survey are, but what that means to your development of the comprehensive plan. Right? You've asked these questions, we've answered these questions, but do we really understand what those results really mean and how that's going to affect the Old Orchard? And that the meeting really should be your opportunity to elaborate on each one of those points as you report on the sections, the questions that were asked, and how that's gonna affect the plan.

Jeffrey Yeah, you know, we could certainly do that. I would just change, you know, we can. What do you all think of that?

Lou I think the vision idea is the topic, number one, and that's gonna come from the survey. Should be some comments within that.

Jeffrey So it sounds like you kind of, what we get from the survey, the meeting should, one of the focuses is providing the results of the survey and then the second focus is what do these results mean to you?

Peter There may be subjects that you dig through as you learn a little bit more about the way you know even though it was a survey at the same time there were a couple of current subjects just below this question that will affect the way we think about these things, you know, you may say that, you know, affordable housing is a really big issue, but, you know, there were two or three currents below that affordable housing option that we should mention in the player role in the final game.

Jeffrey I like that, yeah.

Peter In that way, people, you know, because that's it, and I think that fulfills your regulatory, you know, requirement for, you know, informing the public as to what the comp plan is going to be doing here.

Jeffrey Sure.

Peter and it also gives you more control of the meeting.

Mary Pat I would agree with that, instead of it being so open-ended, you just don't know what you're gonna get, then what are you gonna do with that, especially if it's contrary to what's in the survey?

Peter A bunch of people I knew don't know enough to show.

Planner Foster I was thinking that public meeting was gonna be the big role of the survey to let people know about it, so I think we just need to make sure we increase the promotion of it if we're not doing the like public introduction like, because I thought this would be a big part of it here's the survey here's where its available so I don't know if there could be like a small presentation at a council meeting or maybe it's just an announcement when it is available just when extra just extra promotion of it I guess. Peter But I think that's a great example of when the survey launches, I think it's imperative upon the office and the town in general to use its megaphone as loudly as possible in as many places as possible to say, we need your input now. And that's, I think, you two don't have a real public face. A lot of people know who you are, but it'd be opportunity to, you know, be a little bit more public about it and, you know, make stronger statements about the need for the community to participate. I mean, we had a vote. I understand we had 900 people vote. I mean, so, you know, it's getting people involved is not easy.

Marc Perhaps the chair of the council could bring that up a couple of times.

Peter And they would. Yeah.

Jeffrey Okay, that's actually very helpful. So what this tells me is really the key right now is creating that survey, letting all of you get a chance to look at it, then we'll refine it, revise it, and we get that solid survey that we're all feel comfortable with to go live. Once we'll have a date when that happens, once we know that date, we'll know when once the cert once we know when the survey will end that'll give us a chance to schedule that meeting. And then we'll have that meeting at the conclusion of the survey and that meeting will be about one of the primary focuses will be the results of the survey.

Mary Pat Let me just help little more specific. I think you should, if this is helpful, why don't we set target dates and work toward them. So like just on a calendar. So I would say this survey, we should launch it probably early in the week. So if there's a public process to it, it would either need to be the 12th or the 19th, something like that as a Monday.

Peter Of August?

Mary Pat August. Yes, and if you're giving it 30 days, which I don't know if you have to give it 30 days

Jeffrey No, whatever.

Mary Pat I think you could have a closed date of the survey of like September 13th. That's a Friday. Or to say the 15th whatever that is but like just decide and work toward it. And then we all have that so I don't know whether it's a 12th of the 19th But I don't think it can be later than the 19th.

Peter Yeah, the other thing is, I don't think the survey needs to close. When it produces the information for the meeting, you can still leave it open. Just as people are playing with it.

Mary Pat I just think sometimes having an end date will help people to sit and do it. Otherwise, they'll put it off. So whatever your schedule is, but I think you've got to lock in on a date. And we all need to work toward it.

Peter And the public meeting, I think, should be the end of the process. That's the end of the process.

Planner Foster Jeffrey, are they doing it fall fast this year, do you know? I just hadn't heard anything about it. I was just wondering.

Jeffrey I don't know with Diana being out if that changes anything.

Planner Foster I don't know if that was, well, I know the dates on the late side anyway, but I didn't know if that was an opportunity for anything potentially?

Peter How long will it take you guys? Let's assume the survey goes out on the 19th. Let's assume a place for a month. So you're at your town meeting sometime after Labor Day, maybe towards the end of September. You do your presentation, you've met the requirements now at this point. When will you guys be ready to give this thing to the town council?

Jeffrey As a complete first draft of the entire plan, that's projected for the spring of next year.

Peter So you've got all winter long to work on it?

Jeffrey Yeah, yeah. What we've secured is southern Maine regional planning help for the inventory. So Mike and I met with them last week and they'll be working on the inventory sections quite honestly, that's the boring stuff. It really is in my opinion So they're already engaged in that. I'm just looking for the MOU so I can get a sign off on it and I gave the deadline we're looking for that work to be complete by February. They said they have no problem with that which is a huge help. What that then does is that frees us up to refine after this public process is done. That frees us up to refine that future land use plan so around the time that the draft inventories will be done, the future land use plan will be in real good shape. It's already in good shape so we're going to be able to do other things actually like the implementation section stuff like that. So now that we have the services of southern Maine regional planning that's going to be a tremendous help.

Peter So your thinking sometime in the spring of next year this process will come to an end.

Jeffrey The first draft. So what happens after the first draft is complete. We make our presentations, we have our public comment periods, our presentations to council, planning board, public meetings. We get all those comments then over what I'm expecting over the summer that'll happen.

Peter next year?

Jeffrey next year, yeah. Then we reconvene see what we feel we need to do to create that second and essentially final draft, get that up and then present the final.

Peter so this is going to run another 18 months, really?

Jeffrey I'd say that's realistic. And that's what I had planned when I wrote the schedule out for council back in March or April. I projected the beginning of 2026 as a completion.

Peter Good to '36, amen.

Jeffrey It could be earlier, you know, it certainly could be earlier. There's nothing that says that we need to go as long as that, but...

Lou You're covering your basics.

Jeffrey I'm, you know, I'm being, yeah.

Mary Pat So, Jeffrey, if you launch this thing on August 19th, the survey, and you could say any feedback by September 13th will be included in your public presentation that could do four weeks of having the survey live then you could do your public presentation the week of September 23rd. And you should get a date for that secured on the calendar. I don't know what else is on but then you have all that done by the end of September.

Jeffrey Yeah I like that.

Mary Pat but I would lock in on the dates so that this doesn't slip.

Jeffrey Yeah, September 19th is more realistic than the 12th just because I know what are yeah our schedule is.

Mary Pat I think it could be pretty easy to get out.

Marc Do you want each of us to fill out and submit it to you?

Jeffrey Not right now, not this paper copy, what we're gonna do is we're gonna use this paper copy, create an electronic version, get it out to all of you for you to review and before it goes live.

Planner Foster We did want comments on the questions though if they had any right like as far as like the affordability and aesthetics type stuff we talked about or no.

Peter let's get it up.

Jeffrey yeah I think we wanted that electronic first.

Peter yeah let's get it online and then the result will be when we fill it all out you see you know whether if it's garbage in and garbage out you will know right off the bat. As soon as you start to play with it. You'll see whether the information is coming back in a way.

Planner Foster Yeah, I was just thinking it might save some time if we eliminated stuff early on in our questions. But it makes sense if we got to do it anyway to do it electronically.

Jeffrey yeah well thank you everyone that's very helpful.

Peter I don't know if this is useful to say but I don't know if you've ever heard of a website called Upwork.com.

Jeffrey Upwork?

Peter Upwork.com is a website that gives you access to professionals around the world and like, you know, all the drawings that I see on my work, they're all done by a girl in Malaysia who works for \$20 an hour.

Jeffrey Yeah, that's where our transcribing for planning board is done right now.

Peter Well, you may find if you go to Upwork. You can type in survey monkey. Maybe you can find someone in the Philippines who works for \$5 an hour. You know, who can do it all.

Jeffrey Yeah. It's a different way to it is, but the thing you always got to remember is we're public. We operate by different accounting rules, by different financial rules, than Seagrass Inn does.

Win And you can't put stuff in your pocket.

Peter We don't put anything in our pocket. That's one problem I don't need.

Jeffrey You know if we were, the crazy thing is if we were private these decisions, there wouldn't even be a question about that survey. I would have signed up to, there was a survey monkey and there was another one. I would have signed up and already been practicing these survey questions but we don't, because the people need a W -2 form. They need to send it to our finance office. Then they need a vendor number. And then we need to see if the cost will require a bidding process. Then it needs to be put on a warrant for the council. It's frigin stupid.

Planner Foster Do you wanna do good and welfare so we can adjourn? Sorry, I didn't officially adjourn us yet if we haven't.

Jeffrey Oh, okay.

Planner Foster I just wanted to make sure.

Jeffrey Thank you. Our facilitator, right there.

Planner Foster So we're good?

Committee Yes.

Adjourn

Meeting adjourned at 7:23PM