

**Comprehensive Plan Steering Committee
Meeting #2
RiverMills Senior Center
January 23, 2020**

Introductions

Steering Committee Members introduced themselves and provided their 'favorite' Chicopee memory if the member did not attend the November Meeting.

Members in attendance: Saulo DePaula, Julie Copoulos, Catherine Ratté, Bill McKinstry, Chet Kobierski, Kara Blanchard, Ruben Reyes, Cesear Romero, Sarah Mailhott, Col Karen Magnus, Rev. William Tourigny, Tom Fournier, Jeannette Rivera, John Mruk

City Staff in attendance: Lee Pouliot, Patrick McKenna, Nathan Moreau, Keith Benoit

Consultants in attendance: Jeff Davis, Nate Kelly

Goal

Mapping Out the Planning & Participation Process

- Review of tentative project schedule and major milestones.
- **Milestone #1: Public Education & Vision**
 - o What is a Comp Plan and why do we need one?
 - o What's the idea/vision for the future?
- **Milestone #2: What Is / Priority Issues & Values**
 - o Research, interviews, etc.
- **Milestone #3: Priority Issues, Actions and Who Leads**
 - o Formative issues driving the future of the City
- **Milestone #4: Drafting, Vetting & Finalizing the Plan**
 - o Review zoning ordinance to see what needs to change to support the Plan's implementation

Brainstorming Session #1: Venues for Outreach

- Messaging / Target Audience? Tailor outreach to each sector of the community
- Valley Opportunity Council (VOC) – Stephen Huntley
- School Department – Superintendent
 - o Teachers
 - o Other School Staff
 - o Parents
 - o Students
- PTOs
 - o Through the Ward School Committee Members
 - o Superintendent is 'Secretary' of the School Committee
- Grocery Store
- Banking Community Centers (PNCU, etc.)
- Farmer's Market (VOC)
- Galaxy Community Council (John Beaulieu / Connie Brown)
- State elected officials
- Political Caucuses / February 22nd
- Senior Center / Council on Aging Newsletter
- CEL Mailers
- Veteran's Services Director (Stephanie Shaw) & Veteran's Newsletter

- Recreation Department Mailing lists
- Chamber of Commerce
- Sabor Latino
- Chicopee Facebook pages
- Chicopee TV (Public Access)
- Connection Point
- News 22
- Channel 40
- Chamber of Commerce
- Knights of Columbus
- Moose Lodge
- Elks Club
- Fest-of-All (Bobbi Liswell / Scott Chapdelaine)
- Portuguese American Club
- Polish Club (Pulaski Hall)
- Boys & Girls Club
- Friends of Chicopee Seniors
- Friends of Chicopee Public Library
- Lorraine's Food Pantry Donor Mailing List / Lorraine's as a venue
- Faith-based communities – Father Bill can reach out to remainder of Catholic churches / all denominations do communicate to some extent
- Parks Easter Egg Hunt (early April)
- School sports events
- School arts and music performances
- Health organizations (MedExpress, Chicopee Health Center, Riverbend Medical other medical offices)
- St. Patrick's Day Parade Chicopee Committee / Colleen Contest
- Chicopee Community Band
- GoodWorks Coffee
- Munich Haus Bar
- Rumbleseat
- Elms College
- Tax Accountants
- WMDC
- WestMass
- Chicopee Herald/Register
- Signage at major intersections throughout the City
- Bus Stops / PVT A
- Public Library
- Waste Transfer Stations / Hazardous Waste Drop Off Day

Brainstorming Session #2:

- One or three words that describe Chicopee now in addition to three words that describe Chicopee 20 years from now.
- Other languages for the kick-off survey (list of most common translations by the School Department)
 - o Yes, we can translate / keeping the survey simple helps to translate to as many languages as possible.
 - o If we know of groups that are more comfortable communicating in a different language, please communicate back.
 - o School staff may be able to assist with translations
 - o PNCU has staff that speak every language on the list outside of Arabic

- Put questions on signage / individual prompts / advertisements – instead of bombarding with another survey
 - Local newspapers / billboards located in Chicopee?? Do the owners do public services?
- Hashtag and get to trend on twitter with a question and response
- Marijuana dispensaries

Brainstorming Session #3: Outreach to Date and Who Else to Talk to

- See slides of entities that have been interviewed
- Others to connect with:
 - Chamber of Commerce / Business Community
 - State Elected Officials
 - Chamber Legislative Forums
 - City Council Public Input
 - School Committee Public Input
 - Chicopee Housing Authority
 - Boys & Girls Club
 - Office of Community Development
 - WMDC
 - WestMass
 - WARB (Magnus “Jack”) and in the future the Wing Commander as well

Brainstorming Session #4: What Tools Should We Develop?

- Press releases
- Text Content
- Op-Eds / Blog Posts
- Posters / Flyers
- E-mail Signatures
- Social Media / Hashtags / etc.

- Signage at Turnpike Exit Ramps
- **HW working on logos to go with taglines that Links to the program website**
- Chicopee Comprehensive Plan? Confusion with Chicopee High School

Brainstorming Session #5: Connecting with People, What’s the Hook?

- Equity in community services
- Create a central Chicopee brand
 - Sense of place / sense of belonging
 - Take ownership of your piece of Chicopee
- Balance between economic development and livability
- Recognize what’s in our own backyards / make connections
- Chicopee’s reputation as a good and safe place to be
- Set goals and accountability (govt. & residents)
- Proactive as a City vs. being reactive
 - Get ahead of challenges before they are challenges
- Your voice matters – if you don’t say something no one else can share you prospective
- Visioning of Chicopee
- Civic pride
- Reveal who/what we are now – what we want to become

- Activate the public realm
 - o Increase in walking & biking
- Chicopee approach to keep taking steps towards our big goals
- Build a Chicopee where today's kids own the future
- Chicopee as a place where people want to stay

Vote (3 for each attendee) for top three to reach the top 8 messages

Second Vote for top three:

- Create a central Chicopee brand
 - o Sense of place / sense of belonging
 - o Take ownership of your piece of Chicopee
- Equity in community services
- Set goals and accountability (govt. & residents)

Tag Line: online votes (5 participated)

Envision Our Chicopee: 2040

Envision Chicopee: 2040

Envision Chicopee

Chicopee 2040

Chicopee: Planning Our Future Together

Innovate Chicopee

Riff on industry / Manufacturing? Gears/progress/change

- Consider changing web address for the comp plan
- Sunglasses, tote/grocery bags, seed packages, stainless steel water bottles & straws, lanyards as a swag item (think functional)
- Sunglasses photo opps! And give people a swag choice

Review of upcoming meetings and rough agenda topics

- Send out slides to all Steering Committee members...