

FACA Steering Committee Minutes June 29, 2017

In attendance: Keith McBride, Jane Bradley, David Webster, Elizabeth Guffey, John Albright, Scott Miller, Ed Bradley, Nancy Salmon, Betsy Roper, Saskia & Emily

Meeting called to order at 7:04 pm.

(1) CULTURAL PLAN

Saskia & Emily of Reinholt Consulting (RC) went over contents of their preliminary report (data, proposed objectives & goals for plan, etc.). See *packet of materials*.

They shared these observations and suggestions:

- Response rate for Public Opinion Survey was more than double original goal. Heard from large number of artists. Freeport doing really well in terms of data collection.
- RC will share link to interactive data & report system with us for later review and analysis on our own.
- Demographics – RC may need to weight data to more closely reflect demographics of Freeport’s population as a whole.
- Note: in RC experience greater pessimism/criticalness is common in respondents under 45 years old
- Freeporter’s answers to where they get info about arts/cultural events and activities were very different from what RC has seen in other communities. In particular, social media and online research is typically much more common in other communities, and word of mouth being so high is unusual. There is a need here to connect people with available information. In other communities website use can be as high as 75%, perhaps in part because of the rural nature of so much of the state
- Reminder: RC will be using the three surveys plus qualitative information and experiences from other communities to identify key strategies, then use the data to build the case for their recommendations
- Discussed the need to be clear that with respect to youth-related goals and strategies we are referring to youth out in the community rather than youth while they are in school (i.e., we are not talking about school curriculum)
- Need to put in plan a statement about how this effort dovetails with and expands upon the overall effort to make Freeport a destination ... the Freeport experience
- GOAL 3 () is really where FACA has a big role to play
- consider inviting Town manager, FEDC, town planner, planning board, town conservation & trails committee members to upcoming meetings to get their awareness, support, and input in process
- do a presentation in public comment period w/ spiel about importance of process

NEXT STEPS

JULY-AUGUST: RC analyzes data and finalizes first draft of goals and objectives document (with input from Steering Committee). Steering Committee plans public meeting and works to get strong attendance at that meeting.

SEPTEMBER: Public meeting presents data findings and RC “finalized” goals and objectives to get public feedback and build community ownership within stakeholders that attend that meeting.

FACA Steering Committee Minutes June 29, 2017

Meeting adjourned at 9:16pm.

Next meeting: Wednesday, July 26, 7pm at Town Hall.