

The Hood Park Steering Committee met on Thursday, November 19, 2020, beginning at 11:00 a.m., in Room 207 of the Derry Municipal Center. Several members of the Committee joined via Zoom.

\*denotes virtual attendance

Present: Beverly Donovan (Economic Development Director); George Sioras (Planning Director); Owen Provencher (DerryCAM/Cable); Casey Porter\* (UNH Cooperative Ext); Stephen Meno\* (UNH Cooperative Ext); Elizabeth Robidoux\* (Economic Development/Planning); Mark Brassard\* (Chair); Jay Tombari\* (Co-Chair); Karen Lincoln\* (Public Arts); Barbara Bailey\* (Waterview Estates); Michael Bailey\* (Waterview Estates); Paul Lindemann\* (Heritage Commission)

Elizabeth Robidoux called the meeting to order at 11:03 a.m.

### *Minutes*

The minutes of the October 29, 2020 meeting were accepted as written.

### *Debrief on Progress*

Stephen Meno thanked the members for collecting and forwarding the posters, interviews, surveys and postcards. Today, the goal is to ensure that all of the data that has been collected has been forwarded to either the town or directly to Casey and Stephen. All of the data should be received either today or tomorrow. He advised he and Casey would analyze the data and pull the report together. His understanding is that the online survey is now closed, and 95 surveys were collected. They have received 31 key informant interviews. They are aware of four posters. George Sioras provided updates on three of them – two had no comments attached. Karen Lincoln sent one in and he believed they have only received three postcards.

Karen Lincoln reported she had some postcards that have not yet been handed in. She interviewed youth leaders at the YMCA. The youth completed some during that meeting and she has ten to hand in. Stephen Meno inquired if Karen had any notes from that meeting? Karen Lincoln explained she utilized the questions found on the key informant interviews; she recorded the answers as a group, and she believed she turned that in. She did not ask them to agree to be quoted in the report. Casey Porter did not recall seeing that response and Karen said she would resend them. She said she would consider this approach to be more of a focus group and will note it as such in the report. Karen Lincoln advised she also had informal discussions with other youths and community members. She has notes and will hand those in as well. Casey Porter said she will add a section to the report for direct correspondence which would include those comments, emails and Facebook comments. Karen added there was extensive discussion on Facebook; people did not go to the HUB to provide information. There was some good sharing of pictures and memories in the comments. Casey Porter indicated she was happy to see the comments. She asked for input from the committee members with regard to the process. What

was it like to do the key informant interviews and did the committee members feel like they received good data?

George Sioras said he had limited access to the senior citizen groups because of COVID. He did leave paper surveys in the buildings and in the responses, there was good history and memories of Hood Park. That background was helpful.

Karen Lincoln advised everyone she spoke with overwhelmingly wanted a place where they can participate and have ownership. Everyone, without prompting, stated they wanted a resource center. There was interest in community gardens, and intergenerational activities that could take place at a resource center. There is a great love of the pond and people miss the water activities.

Stephen Meno asked for a check in on the posters. The Derry Library poster was forwarded from George Sioras; the posters at the Taylor Library and Marion Gerrish Center had the QR code; the poster at Cask & Vine has been collected; the poster at the Municipal Center had a QR code only. Beverly Donovan reported that there was a poster at elections along with flyers and surveys. Jay Tombari added that they had a great visible spot, but it was located near the poll exit, so he is not sure it was the best spot to collect information. The main goal was to make sure the QR code was visible and to make sure information was available. They met that goal. George Sioras said he forwarded information on the survey to fire department personnel as well.

Barbara Bailey stated she placed about six laminated flyers around Hood Park in areas where people gather including the kiosk, basketball area, and near the trash receptacle. Casey Porter said she had reviewed the minutes to see where postcards had been placed and it looked as though physical postcards were available at election day, Kelsen Brewing, Rockingham Brewing, at the mural painting and on the HUB. Does the committee want to do one more push to see if more than three responses can be collected?

Barbara Bailey inquired about the postcards. Dick Scheib had asked for 25 of them that he was going to give to seniors for input. Elizabeth Robidoux believed there were still some at the Planning Office and Barbara could pick them up from George if she felt comfortable coming to the Municipal Center. Barbara said she could do that and offered to bring them back to the Planning Office.

Elizabeth Robidoux felt the postcards were an unsuccessful engagement effort, which was very disappointing. They were not mailed to each household which may have had an effect. She asked the members what they thought the barriers to success were for this particular effort? Karen Lincoln thought the problem was the difficulty in returning completed postcards. There is no easy way to get it back. Perhaps if it was something that could be scribbled online, without so many steps to return it, there would be a better response. People are not in places where they can pick up a paper copy, complete it, and drop it in a box. There is also the barrier that people don't know how to read maps and there is no scale. Elizabeth Robidoux felt technology was a barrier as well. She had envisioned people taking a picture of the completed postcard and emailing it in. She did reach out the one of the middle schools and asked the art teacher if she would be willing to do this with her students; the teacher declined. Karen Lincoln suggested engaging on Facebook. What did Portland do for their effort? Elizabeth Robidoux believed the responses

were mailed, dropped off, or scanned. Casey Porter agreed it was easier to be successful with this type of engagement pre-COVID. She agreed it is best used in a controlled environment, like a school. Follow through can be an issue right now for the public. This is a tactile engagement tool. It seems like it might be okay to take a picture and email it in. She recommends doing targeted pushes and identify existing groups to see if this can be brought to their meetings. She like the idea of the schools; it is a good way to engage the kids.

George Sioras said he had reached out to Pinkerton and the SAU. Pinkerton was unable to request the students complete a survey or postcard as this was not a Pinkerton initiated effort. Any responses would need to be voluntary. He did not hear back from the SAU. Beverly Donovan offered to reach out to the individual school's parent groups on Facebook to see if interest could be generated, but there needs to be a deadline for submissions.

Casey Porter felt it would be a good idea to open the postcard back up for input and set a deadline. Stephen Meno felt data from the postcards could be integrated fairly quickly into the report and the deadline could be a few days before the report was due back to the committee.

Karen Lincoln noted she spent some time looking at the various clubs offered at Pinkerton. There are several that seem to tie into this effort such as the Design, Architecture, and community service clubs. The Rotary Interact Club might be a good resource. There are also Horticulture and Gardening Clubs. All of the clubs have teacher contacts; it might be beneficial to reach out to those teachers to see if there is interest.

Beverly Donovan recommended any social media posts should tag the clubs so that members see it on social media.

The committee discussed the various deadlines to determine when the best dates would be to end data submission, the next meeting date for the committee to receive the report from Casey and Stephen, and when the committee should go before Town Council with the recommendations and report. Mark Brassard felt it might be beneficial to leave the date for meeting with Council open ended in case the committee wanted sit with the data for a bit before going to Town Council. Elizabeth Robidoux expressed concern that if the committee waited too long to go before Town Council, any recommendations would not be able to be included in the upcoming budget discussions. It would be too late. George Sioras agreed, and acknowledged the difficulty of timing given the holidays. It would not be unrealistic to be before Town Council for their second meeting in January. Owen Provencher though if the target was the end of January, the holidays could be used to help push the call to action.

Beverly Donovan asked if the committee was extending the deadline for the postcards only, or would the survey be re-opened. Stephen Meno believed the QR code to the survey was included in the postcard information so it might make sense to re-open that as well. Stephen and Casey confirmed that a deadline in December would not overly burden them in preparation of the report.

The new deadline for submission of the postcard and survey will be December 11. Stephen and Casey will finalize the report and provide that to the committee for presentation to the committee

on December 17. The committee will review the report and have a target date to present to Town Council at its meeting on January 19, 2021.

With regard to the postcard, Owen Provencher also felt that navigating to the postcard was difficult for people. He had heard that people thought the input period had closed because they were not aware they could access the postcard on the header of the HUB. It was easier to access the survey. He suggested moving them both into the body of the HUB so that it is easier for people to find it. DerryCAM will try to help push the call to action.

Elizabeth Robidoux asked for assistance in wording the call to action and the instructions on how to complete the postcard and return it. Owen Provencher suggested having two targets: tech savvy people and perhaps the senior group; there could be online or paper access with a single drop box available which would create minimal COVID exposure risk for people. He agreed a simple set of instructions would be beneficial. If this is pushed on social media, people can access a picture, mark it up and leave their marked-up picture as a comment, or just comment. That might be a quicker way to collect responses.

Stephen Meno reviewed the remaining tasks to make sure everyone was on the same page.

- Barbara will pick up postcards, give them to Dick Scheib, collect them from Dick and return them to the Planning Office
- Elizabeth will update the postcard, the HUB, and turn the survey back on
- Karen will forward any remaining data/comments to Stephen and Casey or to Elizabeth
- The deadline for submission of postcards or surveys is December 11
- The next meeting will be December 17

Casey Porter confirmed the goal is to present to Town Council on January 19, 2021. Any remaining data or material should be sent in as soon as possible. Comments or feedback collected between now and December 11 should be sent as soon as they are received. Don't wait to send them all in on December 11.

Owen Provencher inquired if there was any comment or feedback on the video call to action created by DerryCAM. Does it need to be amended in anyway before rebroadcast? Elizabeth thought it was fine as is.

Karen Lincoln felt there needed to be more emphasis on sharing information on social media. Beverly Donovan noted with the new algorithms at Facebook, it was difficult. Posts are getting a fraction of views than they used to. People, groups, and businesses need to be tagged with an "@" sign on Facebook and the "#" on Instagram. Posts can't just be shared because people don't see them.

Elizabeth Robidoux will send an email to committee chairs to let them know the deadlines for submissions have been extended. Paul Lindemann offered to assist with the wording of the call to action for the postcard.

The next meeting will be **December 17, 2020 at 11 a.m.**

Motion by Beverly Donovan, seconded by George Sioras to adjourn. Motion passes and meeting stood adjourned at 11:54 a.m.

Respectfully submitted,

Elizabeth Robidoux