

The Hood Park Steering Committee met on Thursday, October 15, 2020, beginning at 11:00 a.m., in the 3rd floor meeting room of the Derry Municipal Center. Several members of the Committee joined via Zoom.

Physically present: Mark Brassard (Chair); Beverly Donovan (Economic Development Director); George Sioras (Planning Director); Jay Tombari (Co-Chair); Owen Provencher (DerryCAM); Kim Walsh (Parks & Recreation Director); Karen Munday Lincoln (Public Arts); Barbara Bailey (Waterview Estates); Rick Metts (Rotary/resident)

Virtually present via Zoom: Casey Porter (UNH Cooperative Ext); Stephen Meno (UNH Cooperative Ext); Elizabeth Robidoux (Economic Development/Planning)

Mark Brassard called the meeting to order at 11:02 a.m.

Roll Call

Elizabeth Robidoux confirmed a roll call of those present.

Minutes

Motion by Jay Tombari, seconded by Beverly Donovan to approve the minutes of the October 01, 2020, meeting as written. Motion passed.

Outreach and Engagement Update

Casey Porter asked for a status update with regard to engagement materials. Elizabeth Robidoux advised the HUB has been updated and has links to the survey and the postcard. To date, two postcards have been returned and those have been uploaded to the HUB. When she checked the other day, six people have taken the survey, so it appears word is beginning to get out to the public about the effort. Posters have been printed and are available today for distribution. Beverly Donovan advised more copies can be printed and shared if necessary. The survey has been shared on social media via the local Facebook pages. She asked Kim Walsh and Owen Provencher if they could also share information through their social media platforms for Parks and Rec and DerryCAM.

Mark Brassard reported he reached out to Headmaster Tim Powers at Pinkerton Academy to see if they could place an information table at the school to collect data from students. Unfortunately, the campus is closed at this time due the pandemic. Elizabeth Robidoux suggested inquiring if Dr. Powers would mind sharing the effort via Pinkertons' Twitter and Instagram accounts. Beverly Donovan advised permission has been obtained to place a table at the voting location – Jay will manage that effort.

Karen Munday Lincoln reported she reached out to Dr. MaryAnn Connors-Krikorian at the SAU but has yet to hear back from her. Casey Porter recommended pushing the social media and continuing the effort to reach out to each committee members' network and community of contacts.

Casey Porter asked for volunteers to be responsible for poster distribution and maintenance. That would include checking up on them to ensure no inappropriate content has been added and to make sure the posters get back to the Committee so the data can be collected.

Senior Centers – George Sioras
Marion Gerrish Community Center or Veteran’s Hall – Kim Walsh
Derry Public Library – George Sioras
Taylor Library - George Sioras
Town Hall - Beverly Donovan
Hood Park – flyer - Kim Walsh
Election day – Jay Tombari
Rail Trail Kiosk – Karen Munday Lincoln

Rick Metts asked if postcards or posters should be placed out in the community in locations such as Hannaford or Shaws. Casey Porter noted permission is required from the business owner to do that. Beverly Donovan thought that if the QR code could be enlarged and posted in the community it might assist in the outreach effort.

Kim Walsh said a laminated flyer at the Hood Park kiosk would likely be the best option; placing anything elsewhere in the park would invite inappropriate content or vandalism. Karen Munday Lincoln offered to assist with poster distribution as well. Casey Porter suggested the Committee maintain a list of the locations where the posters and flyers are being placed so that a history can be provided for the final report.

Karen Munday Lincoln suggested placing a laminated poster at the kiosk on the Rail Trail. It was noted the use of markers rather than post it notes for the posters might work better as there is less chance of losing a comment; the alternative is that it is easier to remove a post it if the comment is inappropriate. It was determined there would need to be 5 more vision posters printed. Some of the posters have a “what is your favorite memory” on them, which would be more appropriate for the senior responses. Karen Munday Lincoln suggested adding The Upper Room as a location to place a poster; Rick Metts will reach out to The Upper Room. For other community gathering places, such as fitness gyms, the smaller flyer can be printed and posted with permission.

Key Informant Interviews

Casey Porter explained Key Informant Interviews are an engagement tool used for in depth data collection and can be a way to find out what people want to see at Hood Park. Key Informants are people in the community who are well connected and knowledgeable about the reason data is being collected. They have personal knowledge or experience about the issue, are well spoken, and have a diverse range of perspectives. This is different than a survey in that the key informant is someone who has been identified as a person with deep knowledge and opinions. This is a way to have a conversation and obtain information.

A Key Informant Interview is one where there is one interviewer and one respondent. Anything more than that becomes a focus group. The interview is conversational and loosely structured

with a small set of open-ended questions. This allows the interviewer the opportunity to ask more questions. Key Informant Interviews last about 20 to 30 minutes, but can go longer if the respondent is chatty.

Casey Porter explained the best practices for this type of interview. Take the time to set up the interview; this can often be the hardest part of the process. Schedule a time to meet with the key informant over the phone or digitally; remember to follow social distancing protocols that are in place right now. Call or email the key informant in advance to set up the interview; this allows enough time in their schedule. Remember that as an interviewer, the steering committee members are neutral. Steering committee members will be asked to conduct at least three interviews. Be an active listener and use probing questions. Think of follow up questions. Where do we need to dig to get more information? Careful notetaking will be an important part of the interview. The notes do not have to be verbatim. Bullet points are acceptable; the notes need to be clear enough so that someone who was not present can clearly understand what was said. Confidentiality is key. Written permission must be granted in order to share the name of the respondent in the report. The report will list the names of the key informants who have granted permission, but there will not be any direct quotes. The responses will be analyzed and reported in the aggregate. The physical forms need to be returned to Derry staff (Beverly Donovan or Elizabeth Robidoux). Notes or the handwritten forms can be scanned to Casey and Stephen for compilation of data.

Barbara Bailey said she thought the key informant interviews would be more about interviewing the people who spend time at the park daily. The list of suggested people to interview seems to be more town officials and town staff. Casey Porter apologized for the misunderstanding. For the general users of the park, it might be more appropriate to provide them with the survey or direct them to the visioning poster. Key Informants are generally people like the leaders of the Boys/Girl Scouts. Barbara Bailey believed the people using the park have the most to say about it and can provide a lot of input. She is often at the park and on the trail and sees the same people frequently. She also wondered where the visioning postcard were because she has not received one and people she has spoken with have not received one either. She felt someone should spend a day or two at the park and on the rail trail, talking to the people who are there. It is very important to include these users in the process. Kim Walsh noted she thought the intent had been to set a table up at the park to provide information about the effort and to collect data. Beverly Donovan said that idea had been run by the Town Administrator and because of the pandemic, it was not recommended. The postcards were not mailed out to all the residents. Copies can be made available. Kim Walsh suggested when Mrs. Bailey speaks with people at the park or on the trail, she could direct them to the kiosk and the flyer. Beverly Donovan noted there will be a table at voting and many residents will have access to the information then. They are getting the materials out as best they can through all avenues. She will be contacting the paper.

Rick Metts understood what Mrs. Bailey was saying. He suggested she might be able to take notes while talking to people, or ask them if she can share and we can use their ideas. He agrees the users of the park should be at the forefront of where this group gets its input. Jay Tombari suggested pointing people to the survey. Elizabeth Robidoux noted the survey and the postcard are both available on the HUB which is now on the main page of the Town of Derry's website.

People can easily be directed there. Karen Munday Lincoln asked if printed copies of the postcard are available? Jay Tombari thought it would be beneficial to have copies of the postcard to hand out to people and it would be something to give to people in the park. Beverly Donovan said those can be printed in house and not sent out to a printer.

Mark Brassard asked if the QR code was going to be printed? Beverly Donovan suggested contacting her with requests for hardcopies of the materials and she can print and copy them as needed. Mark Brassard asked if .pdf copies of the survey, postcard and key information interview forms could be placed on the HUB for members to download. Elizabeth Robidoux said those would be placed on the Steering Committee's webpage which is currently hosted on Beverly's Economic Development page of the Town website. Rick Metts noted the forms are all available through the emails that were sent previously. Owen Provencher added he would also be a point of contact if members of the committee needed hardcopies.

Mark Brassard thought it would be better to capture information from people at Hood Park by doing the intercept interviews and ask them directly how they are using the Park. He is not sure that asking someone to scan a QR code will be the best way to get information from them, although the code will be helpful to people looking at the posters. Anyone approaching people at the park would need some form of identification badge.

Stephen Meno asked the members to take a look at the list of Key Informants. He thanked the group for providing the list of names of people who have knowledge. The list is not prioritized but they have been grouped. Public officials and town staff are listed together. The list was emailed out to committee members. He wanted to make sure the committee members were included and they should be part of the key informant interview process. He asked the members to take a look at the list and see who is missing – who should be added to this list? It is hoped that each committee member will take three people to interview. It may be that more people need to be recruited to conduct the interviews. The respondents need to be prioritized. The residents at Waterview Estates have been included in the list.

Karen Munday Lincoln suggested adding The Upper Room – this might be a good place to reach the underrepresented population such as the ESL. Recovery Houses should be included. She tried to find out how to reach the minority groups in Derry and could not find anything. No one is represented on this list for the youth. She suggested adding Pinkerton Academy Student Council.

Owen Provencher suggested adding the Lions' Club to the list. The person responsible for the annual Fishing Derby should be interviewed (John Tokai) and the Rotary Clubs should definitely be included. Rick Metts said he would do a mail back survey to members of the Derry Village Rotary.

Barbara Bailey asked if other businesses would be included? Stephen Meno said the list can be expanded. George Sioras suggested adding Benson's and Derry Feed as they abut the park.

Karen Munday Lincoln asked if the residents on Rollins Street would be included. Stephen Meno asked the members to keep in mind that once the list is created, not all of the people will

agree to be interviewed; they should be offered links to the survey. Casey Porter said more people can be added to the list, but it is important to prioritize who is to be interviewed. There needs to be a good mix of people.

Mark Brassard asked again about identification for people approaching people at Hood Park. Beverly Donovan said that can be revisited. Mark stressed it was important to get information from the users at Hood Park and that could best be done face to face. This should be done soon – a lot of time was being spent discussing rather than doing.

Elizabeth Robidoux said as far as prioritizing, it would be very important to capture information from the Waterview Estate residents, especially Dick Scheib, and she hoped that Mrs. Bailey would be able to assist with that. Edith McGillen lives adjacent to the park and should be interviewed. Rick Metts offered to interview her. Christine Schmid should be interviewed and although Dr. Powers and Dr. Krikorian are good contacts, they might be best able to direct the committee to a better key informant.

George Sioras offered to conduct interviews with Christine Schmid, Jim Morgan, Charlie Foote, Richard Tripp and Phyllis Katsakiores. Owen Provencher noted it might be good to interview someone who lives at Pillsbury House.

Jay Tombari offered to interview Mark Connors of the Rail Trail Alliance. Barbara Bailey said she would interview residents at Waterview Estates. Karen Munday Lincoln will work on interviews with teens and will coordinate with the Boys and Girls Clubs. The YMCA will be included as well. Rick Metts offered to interview Josh Bourdon who has had a lot of interaction with people at the park. Mark Brassard said he would assist with interviewing teens and the users at Hood Park.

Stephen Meno suggested the committee members pair up at some point and interview each other. Owen Provencher offered to interview Paul Lindemann. Beverly Donovan, Elizabeth Robidoux and Jay Tombari will work on interviewing the business owners. Rick Metts will reach out to Mike Gendron to capture information from the arts community. Barbara Bailey and Karen Munday Lincoln offered to assist Mark Brassard with interviews at the Park. Karen Munday Lincoln will also reach out to the Student Council at Pinkerton. Rick Metts offered to reach out to the Interact Group of students that work with the Rotary. This is exactly the demographic this effort needs to reach as they will be the demographic that benefits from any future changes at the park.

Next Steps

Casey Porter and Stephen Meno will finalize the list of key informants and get that out to the committee members. Today was the kickoff of the engagement effort and at the next meeting, the committee can check in and let the group know where they are with regard to interviews and outreach. Each member should continue to share information to their network and let people know where they can find information.

The next meeting will be **October 29, 2020 at 11 a.m.**

Motion by George Sioras, seconded by Rick Metts to adjourn. Motion passes and meeting stood adjourned at 12:03.

Respectfully submitted,

Elizabeth Robidoux