

The Hood Park Steering Committee met on Thursday, September 17, 2020, beginning at 11:00 a.m., in the 3<sup>rd</sup> 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); Elizabeth Robidoux (Economic Development/Planning); Mike Fowler (DPW Director); George Sioras (Planning Director); Jay Tombari (Co-Chair); Owen Provencher (DerryCAM)

Virtually present via Zoom: Michael Bailey (Waterview Estates); Paul Lindemann (Heritage Commission); Casey Porter (UNH Cooperative Ext); Karen Mundy Lincoln (Public Arts)

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 George Sioras, seconded by Jay Tombari to approve the minutes of the September 03, 2020, meeting as written. Motion passed.

#### *Outreach and Engagement Planning Chart*

Casey advised the goal today is to flesh out the engagement chart. Before she did that, she wanted to conduct a few brief polls, utilizing Poll Anywhere. The first question was: **What audience would you like to engage?** Some of the answers included:

Immediate neighborhood	history fans
Local businesses	school groups
Rail Trail	high school students
People not using the park	Scout troops and school groups
Potential tourists and visitors	local officials
All age groups	teens
Public agencies	medical community
Seniors	people in Derry who live elsewhere
Civic and service groups	Veterans' groups

Casey asked the groups to try to narrow down some of the more general answers, such as “all age groups”. Which specific age groups would the Steering Committee target? The target audience needs to be specific so that no one is forgotten.

For those not using the park, the Committee may want to ask why they are not using the park.

The second poll asked: **What information would you like to gather?** Responses included:

How long did you stay at the park	What do you value most about the park
Specifically, what would you like to see	How would you like to see improvements funded
Do you feel safe – why or why not	What degree of access would you like to see (ADA)
What do you know about the park as it exists today	
Favorite childhood memory of the park	What changes have you seen
What services would you like to see at the park (food, restroom, natural resources)	
What do you know of Hood Park	What do you know of the condition of the park
How often do you use the park	What do you value most of the park
How did you get to the park	Describe your perfect afternoon at the park

Michael Bailey felt the condition of the water should be discussed, including any possibility of improving water quality.

Mark Brassard asked if the demographics would tell the Committee where people live in relation to the park. It may be interesting to know. Casey explained this is all part of the brainstorming exercise today. “Demographic” can mean different things to different people. It can include gender, age, how close someone lives to the park, etc. It gives important information. If the Committee only heard from people who live within walking distance of the park, that would mean that the outreach needs to be extended to gain more information.

Michael Bailey noted events occur at MacGregor Park - why not add events at Hood Park to attract people? He has videos and photos of wildlife at Hood Park. He tried to load the link to the HUB and it did not work. Elizabeth Robidoux said she would include information as to where to send videos/photos in the meeting notes and she would double check the public link to the HUB. [Information about Hood Park, videos or photos may be sent to [hoodpark@derrynh.org](mailto:hoodpark@derrynh.org). The HUB web address is <https://hoodpark-derrynh.hub.arcgis.com/> ]

Casey indicated as the Committee is creating its engagement questions, the questions can be related to timing such as the past, present and future of the Park. Mark Brassard thought it would be good to know how people are using the park now, for example for basketball, fishing, etc. A good question Michael Bailey suggested utilizing the bulletin board at the Park and placing information on it so that people visiting are aware of the efforts of the Steering Committee. Information about the webpage, the email address and the history of the Park could be added there. Perhaps an information leaflet could be handed out at voting in November. Casey said these are all great examples of outreach. Committee members noted it may not be possible, because of state laws, to hand out information at voting. Casey noted this group is non-partisan.

The Committee members began the process of filling out the Outreach and Engagement Planning chart. They brainstormed populations to engage and possible objectives (what do we want to learn).

The Committee listed potential populations to engage Youth (under 18):

Pinkerton Academy Seniors (data can be pulled from the prior Master Plan engagement)	
Boys/Girls Club	Kids Theatre
Let's Play Music	SportsZone
Sports clubs	Derry Rec League
Different departments at Pinkerton	Scouts
Existing ball courts	Social media (Facebook, Tik Tok, Snapchat)

Casey said the goal is to get all the ideas down on paper today and then the Committee members can divide up into subcommittees to perform the actual engagement with the various groups. At the next meeting, the subcommittees can come back to the main group and report on how they intend to reach out to their group.

Mr. Bailey felt the Committee should be reaching out to the Derry News. Information should be concentrated in Derry. Social media reaches too broad an audience. Karen Mundy Lincoln agreed there should be filtering but social media can't be discounted as a means to reach some of the target audiences. Mark Brassard suggested a small segment on WMUR, advising there is a group working to save or revive this natural resource. Beverly Donovan noted there will be outreach to the public to make them aware of the HUB and how to provide input.

The Committee listed potential ways to engage more diverse groups such as those who speak English as a second language.

Community Action	Church groups
Cultural community centers	

Casey noted when reaching out to underrepresented groups (race, ethnicity, income), it is important to go to those groups in a way that makes them feel comfortable.

George Sioras related that during the Master Plan update, he physically went to where the senior groups meet, as well as the Veterans. He utilized posters and collected comments. Posters were also placed at the Derry Public Library and the Taylor Library. The online survey and the posters at the Derry Public Library garnered the most public responses and hit all age groups.

Mark Brassard asked, in the interest of timing today, if Beverly, George and Liz could work with Casey on completing the Outreach and Engagement Planning Chart with information that has already been collected.

Karen Lincoln suggested utilizing the Marion Gerrish Center to reach seniors. Michael Bailey felt flyers handed out at Market Basket in Londonderry would be helpful. Paul Lindeman suggested reaching out to the long-term care facilities, independent living facilities and churches to reach seniors.

Jay Tomarbi noted outreach to business owners can be done through the Rotary Clubs and the Chamber of Commerce. Business owners could be defined as “neighboring” based on their proximity to the Park. Beverly said she has a list of downtown business owners.

### *Next Steps*

Michael Bailey felt collecting data was important but there needed to be a deadline as to when that stopped. Mark Brassard advised there is a timeline in place for the Steering Committee. Casey advised the deadline for data collection is November 1. The goal of this meeting is to set up the Committee so that they can start collecting the data. What will be the subcommittees moving forward? At the next meeting, the subcommittees can share their plan and the tools they intend to use for the engagement. UNH is here to assist in the tools and how to reach people. The Committee work will take time, but she feels they are well set up to reach their goals.

Karen Lincoln asked what the group would use for outreach tools. Casey said the Committee needs to decide who are we reaching – the general public, seniors, immediate neighbors, youth groups and business owners, for example. There may be some overlap between the groups. It may be that one group wants to do a poster and it is found that particular poster meets the needs of multiple groups.

Karen Lincoln asked if the proposal is specific to making the park a reality or is it this groups position to identify stakeholders like an architect/engineer to help guide the ideas by advising the Committee that a specific idea logistically will never happen. Committee members noted that would be something that would occur later in the process and staff such as Michael Fowler will provide input from his department. The Committee will target the general public, immediate neighbors to the park, youth and teens, businesses, underserved populations, and visitors. Jay Tomari noted ‘visitors’ could be included in the general public. Karen pointed out young families included small kids, teens and pre-teens. Beverly added Derry Parks and Rec has outreach to all ages.

The Committee members formed the following subcommittees to address the various target audiences.

General Public – Jay, Elizabeth, Beverly

Business Owners – Jay, Elizabeth, Beverly (the immediate business neighbors in this group)

Youth – Karen, Mark Brassard

Seniors – George

Mark Brassard asked what data is the Committee trying to capture? Would that be the answers from the poll today?

Casey said that is part of the next step. Between now and the next meeting, she requested the subcommittees meet and come back to the main group with a plan. What are the objectives? Those are the questions they will be asking of each group. They should think about each group

and what outreach tools can be used. Committee members can look back through the previous presentations and see what they liked, for example, the postcards, focus groups, story circles.

The next meeting will focus on finalizing the action plan and how each target group will be contacted and how data will be collected. There needs to be a solid plan in place that can be executed after the October 1 meeting to meet the November 1 deadline for the end of data collection.

Jay Tombari noted the importance of obtaining the advice from all of the citizens as to what should happen at Hood Park. Michael Bailey said he could approach his neighbors but was not sure what questions to ask. He felt the issue was should the pond be saved or not. He personally felt it should be preserved and did not feel the committee was focused. Karen respectfully noted that was his opinion, but this effort is all about a space that is part of the larger community and the community members may also have varied opinions. Committee member opinions should be put aside to see what the public wants. She suggested creating a document and then ranking the questions. That information could be used to approach their individual demographic. Once the committee has that input, they will be better positioned to recommend to Town Council what the community needs and wants. Mark Brassard noted the importance of creating a survey that does not create bias.

Casey explained a survey is one tool that could be used. At the next meeting, the subcommittees should tell the larger group if the individual subcommittees want to do a survey. UNH will help craft the questions for the survey. Right now, the process seems confusing because the Committee is really just starting to get off the ground. Ideas and plans can be shared at the next meeting. She will complete the Outreach and Engagement Planning Chart so that it can be distributed to the Committee members. UNH can assist with the survey and posters etc., and make sure the questions that are being asked of the community are not biased. This does not mean that the individual opinions of the committee members will not be represented, but this group is not doing advocacy work.

Mark Brassard said when the survey is created, he would like to see it based on what has been discussed today and he wanted to make sure the Committee was moving the ball forward. Michael Bailey suggested keeping surveys to one to three questions. Paul Lindemann noted the HUB looked good but felt it might be premature to have survey links on it. Elizabeth explained the survey was put in place on the HUB as an example of what could be done. The survey link will be disabled today.

The next meeting will be **October 01, 2020 at 11 a.m.**

Motion by George Sioras, seconded by Jay Tombari to adjourn. Motion passes and meeting stood adjourned at 12:09.

Respectfully submitted,

Elizabeth Robidoux