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**MINUTES OF THE MASTER PLAN COMMITTEE MEETING
THURSDAY, FEBRUARY 10, 2022
5:00 PM ON ZOOM**

Members Present: Ken McDonald, Kathy Richards, Rodney Rowland, Peter Schwab, Conni White, Pamela Yonkin

Members Absent: Lorne Jones, Jane Lannon

Chair McDonald opened the meeting by asking for approval of the previous meeting's minutes on January 13, 2022. Conni White *made a motion to APPROVE as written the minutes to the meeting of the Master Plan Committee on January 13, 2022.* Rodney Rowland seconded. Motion carried unanimously.

Chair McDonald turned over the meeting to Jenn Rowden from the Rockingham Planning Commission who reviewed the latest iteration of the survey to be sent out to all residents of New Castle to gather information for the update of the Town's Master Plan. Committee members had received the draft survey to take themselves and bring comments to this meeting.

Some of the items discussed during this process:

- Multiple people in a household can take the survey
- In questions with a list of items on which to register an opinion, the items will be randomized in order for each individual survey. This is designed to minimize bias due to the placement of the question on the survey
- Only question number 6 will maintain its order of items because like questions are grouped together by design
- Jenn will add a question to #6 involving backup/independent power generation
- MP committee members will be able to see a compilation of survey answers while the survey is still live in the public

Committee members discussed the methods of distributing the survey. Chair McDonald will investigate using the Town website, Andy Schulte's town list, MHT e-mail list, the library's e-mail list, the garden club e-mail list. Social media will be used. Jenn Rowden will assist in producing a flyer that can be handed out in town with the website listed for access to the survey. Mention it on Next Door. Ask all land use board members to talk it up. Chair McDonald will ask the Board of Selectmen if funds could be made available for a direct mail campaign.

Jenn Rowden estimated that usually 25% of the respondents to the survey will provide their name and address to receive further information on the survey.

The committee is looking to launch the survey around February 25, 2022 and keep it live in the public through March 14, 2022. In a town our size, it is estimated that perhaps 200 surveys will be completed. On March 14th, a decision can be made to keep it out in the public for a continued time period and initiate another awareness campaign to get additional respondents if deemed necessary.

The MP Committee will meet again on Thursday, March 10th at 5pm to discuss next steps.

Respectfully submitted,
Darcy Horgan
Recording Secretary

