

MASTER PLAN STEERING COMMITTEE

April 4, 2017

Minutes

PRESENT: David Pisha, Julie Hance, Scott Wunderle, Jason Rasmussen, Hugh Henry, Rick Paterno, Barre Pinske; Claudio Veliz, Kelly Arrison

VISITORS: Frank Bidwell; Shawn Cunningham

The meeting began at 10:00 a.m.

1. Minutes:

A motion was made by Claudio Veliz to approve the minutes. Seconded by Rick Paterno.

Hugh Henry stated that he made the comment relative to naming the National Survey, not Claudio Veliz.

Barry Pinske made a motion to approve the minutes as amended. Seconded by Rick Paterno. The motion passed.

2. Review Vision Statement:

Scott Wunderle set a time limit of 15 minutes for reviewing the vision statements.

Following discussion, the Steering Committee agreed to the Vision Statements as follows:

Arts: Celebrate the arts, architecture and culture as integral facets of community life that are present and visible throughout Chester Village Center.

Business: Support businesses that cater to a diverse market through policies which build consensus and which strengthens community efforts to enhance the overall experience within the Chester Village Center. These policies should improve both the economic viability and visibility of local businesses.

Historic: Preserve, protect and enhance the exceptional historic resources and rich character of the Chester Village Center; recognizing its history and culture as defining elements of the community's identity.

Land Use: Land Use and Community Design should reflect the unique qualities found within the Chester Village Center incorporating continuity and connectivity.

Recreation: Maintain, expand and connect recreational opportunities within and from Chester Village Center, thereby improving the quality of life.

Travel: Provide safe and convenient travel through the Chester Village Center for all modes of travel, for the enhancement of the community's objectives.

Signage: Create signage of appropriate design in the Village Center that communicates the identity of Chester while welcoming both locals and visitors and enhance their understanding and experience of the community.

The committee then reviewed the suggestions for Item 3 of the vision statements. They first discussed the level of specificity needed by SE Group.

The Committee agreed that they will nominate David Pisha, Rick Paterno and Hugh Henry to consolidate the specific projects on this list.

Scott Wunderle commented that he would like to add to the Land Use that the town lands need to be better identified and welcoming. Also the town garage needs to be improved.

The committee reviewed the proposed list and identified those points that they find to be of most importance. The subcommittee will review and consolidate these.

Discussion pursued regarding advertising methods via flyers, brochures, online presence. It was agreed that this should be a recommendation for the Master Plan. This should be included within the Marketing/Communication division of the Master Plan.

It was agreed that the specific recommendation should be the creation of an Art Guild that will coordinate art events and art publicity. A central theme discussed was the creation of an art/architecture/culture guild.

The creation of a much improved communication between the town, businesses and the residents/visitors is critical.

It was also discussed that there needs to be extended discussion about creating Chester as a destination and branding.

Chester should start creating Press Releases each week to put into local papers.

The next meeting was scheduled for April 18, 2017 at 10:00 a.m. at The Free Range.

3. Adjourn:

A motion was made by Claudio Veliz to adjourn. Seconded by Barre Pinske. The meeting adjourned at 12:10 p.m.

Julie Hance
Secretary