



Affordable Housing Committee

Meeting Minutes

Date: October 4, 2022

Time: 6:30 pm

Location: Remote

Attendees: Chairperson, Brian Keating; Clerk, Lora Woodward; Members: Tereze Stokes, Renee D'Argento (joined at 7:48pm)

Guests: Jennifer Gingras, Town Planner; Nicole Murphy, NM Designs

- **Call to Order**
6:42pm by Chair, Brian Keating

- **Acceptance of Minutes of any previous meetings**
 - Not discussed

- **Continued discussion of 40R Public Education**
 - Brian is going to interview with the BuzzKillers at 9am on Sunday, October 9
 - For the 40R Explainer video, Lora shared edits to the subtitles and offered to send them to Nicole directly, encouraged her to add the time of the town meeting to the town meeting date slide, and she brought up a desire for clarification around the mention of 230 affordable housing units – are all the units affordable or just qualify as affordable in the technical sense? She thinks this needs to be stated more clearly to residents.
 - For the Q&A video, Lora shared the beginning has some glitchy transitions between the opening of the video, the ED's name, the first question, and then her response. She thinks the first two images need an extra second added to their duration before transitioning. Also, suggests adding subtitles to the interview and putting the called-out language in the top left so it doesn't compete with subtitle text. Also, the video is choppy and the transitions between edited out sections need to be smoothed out, otherwise it feels like the viewer is missing something important.
 - Tereze shared that she showed the videos to her brother for an outside perspective, and his takeaways were that the town cared about the community and that it is trying to protect the conservation lands. She thought it was a good visual aid.
 - Brian likes the graphic for the overlay district.
 - Jenny thought it was a great video overall; content was excellent; all fact based; not swaying someone one way or another; Jenny Raitt, ED for NMCOG, explaining what 40R is.

- Brian asked the Cathy Lundeen with the Buzzkillers to post the 40R video on their channel
- Tereze spoke about the library about outreach opportunities; October 19, 24, 26, 27 in the art gallery at 7-8 or 6:30-8. Brian and Tereze can do the 19th; Lora, Brian, Tereze can do the 24th. Jenny can print out anything the committee needs; plan is to show the videos and then do a Q&A; the committee discussed logistics and technology needs for the presentations.
- Tereze shared that Susan McCarthy okayed sending the video to all the senior citizens in town.
- Jenny said that the schools will send it out to the parents
- Friday, October 14th Jenny is giving a presentation at the Senior Center at 9am
- Nicole said the video would be best uploaded to Pepperell Community Media; Tereze said that was already lined up; Nicole to connect with Jenny about the right contact.
- Nicole will finish the video by October 11; Jenny will share it at the Selectboard meeting that day
- Jenny shared that on Wednesday, October 12 at 10am, the Planning Board is doing a site walk of the Leighton Street and at 11am Town Administrator for Senior Center parcel
- Jenny shared the Lowell Sun/Nashoba Voice article about 40R hasn't gone out yet but should be going out later this week
- Community Engagement Night is scheduled for October 27th at 7pm; Jenny plans to play the video and then do a Q&A.
- Lora voiced her concerns with the moderation of civic engagement night and how at times it can allow for a resident to take over the conversation during the Q&A, and Jenny suggested sharing the feedback to Margaret, Jessica, and Quinton.
- The Planning Board public hearing on 40R is on October 17 at 6pm; it is in-person or virtual.
- Jenny learned that during Pepperell Farm Day pamphlets were handed out containing different information than the facts shared on the Town's website about 40R
- Jenny emphasized that this is just the zoning; this is not a site plan review; it is just an overlay on top of existing zoning.
- Tereze shared that the Peter Fitzpatrick Collaborative has a meeting room for 25 people. Also the VFW. Pepperell Business Association doesn't have anything prior to the November Town Meeting.
- Tereze is to ask the library to share about the library events
- Brian is to ask Nashoba Valley Voice to add it to their event calendar
- Jenny said that posting on the library's Facebook page and the town's Facebook page would help
- The goal is to combine the video with the outreach dates, so residents can get more informed and have their questions answered
- Jenny said that she has flyers about town meeting that include bullet points about 40R available to be handed out; Tereze has been doing that
- After Renee joined the meeting, Brian summarized the key topics discussed.
- Renee brought up in the explainer video that the 230 affordable housing needs to be clarified. She liked the Q&A video because it presented the facts for both 40B and 40R.

- Renee brought up a slide that Brian plans to share has notes under 40B, which she didn't think was accurate; she said that the ZBA can ask for design standards; argument for town-wide design standards
- Renee brought up a letter from Town Administrator about high levels of PFAS at the Jersey Street well. Renee said it is most likely from the firefighting foam.

- **Joint PB/AHC efforts**
 - Pushed off until after 40R efforts

- **New Business**
 - None

- **Next Meeting**

Tuesday, October 11 at 6:30pm

- **Adjournment**

Motion to adjourn made by Brian Keating; Seconded by Tereze.
Voted 4-0; Motion passes unanimously. Meeting adjourned at 7:57 pm.