

TOWN OF BETHLEHEM
BETHLEHEM 20/20 ADVISORY COMMITTEE
February 13, 2009 Meeting Record
Elsmere Fire Station, Poplar Drive
7:30 – 9:15 a.m.

Members Present:

Terri Egan, Co-Chair, Kenneth Ringler, Co-Chair, Steve Baboulis, Keith Bennett, Mort Borzykowski, John Clarkson, Steve Coffey, Peter Conway, Joanne Cunningham, Lisa Evans, Cathy Griffin, Terry Hannigan, Susan Hager, Dick Kotlow, Jim Lytle, Ted Putney, Pam Robbins, Brian Stenson, Bob Verstandig, Jr., Christo Zemerling

Members Absent:

James Blendell, John Piechnik, Patty Salkin, Bob Ward, Ann Wendth

Town Staff Members Present:

Supervisor Cunningham, George Leveille, Suzanne Traylor

1) **Co-Chair Report**

- **January 23, 2009 Meeting Record:** The draft meeting record was approved without further amendment.
- **Follow-up on action items:** Co-Chair Egan reported that the action items from January had been completed and would be discussed later on during the meeting
- **Other:** No other business was reported.

2) **Report of the Communications Sub-Committee**

Jack Cunningham provided a brief report on behalf of sub-committee chair John Piechnik who was away. He indicated that public speaking engagements would be scheduled for March to coincide with the community survey. He also indicated that the first 30-minute public service video had been taped and that he and Steve Baboulis would be developing two additional public service messages utilizing 20/20 members. The first video was scheduled for public airing the week of February 16. George Leveille added that a draft "situation analysis" had been prepared and would be utilized as background for the communications effort and community survey. The next meeting of the sub-committee has been scheduled for Thursday, February 26 at 8:00 AM in Town Hall.

3) **Report of the Community Survey Sub-Committee**

Pam Robbins provided a brief report on the community survey sub-committee indicating that the sub-committee had not met since the last full committee meeting and would be meeting on Monday February 23 to continue developing the draft survey instrument. The discussion of the "key questions" at today's meeting would provide further guidance to the sub-committee. She also reported that Supervisor Cunningham had assisted in securing the voter registration list that would be the basis for the random sample. George Leveille added that Pam had graciously offered her firm's assistance in preparing the actual survey instrument, which is a complex document to prepare.

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4) **Discussion of SWOT Results**

George Leveille led a discussion of the revised SWOT session results that were included in a document entitled Draft Recommendations Framework, which had been previously forwarded to committee members. He indicated that this document was designed to be a summary outline of the report that would eventually be prepared by the committee. A group discussion of the SWOT identified some concerns about the contradictory nature of some of the items. The committee agreed to refine these items one more time and acknowledged that the SWOT is really background information that helps to guide the committee's work and would not be a prominent feature in its report.

5) **Discussion of Vision Statement Elements**

George Leveille read the draft vision statement that was compiled from the vision statement elements provided by committee members. The committee overall felt that the vision statement was an excellent draft and suggested that an introductory sentence be included to clarify that the vision was oriented to the year 2020. It was also suggested that some language be added to include more of a human element to service provision. The committee agreed to review the statement for any final edits at the February 27 committee meeting.

6) **Discussion of Guiding Principles**

Terri Egan and Ken Ringler led a discussion of the draft guiding principles included in the Draft Recommendations Framework document. With regard to **adaptability**, it was suggested that some of the purported "opportunity areas" be fleshed out to ensure that some actually do exist. This led to a suggestion that a discussion of "opportunities" should be done at a subsequent meeting. With regard to **sustainability**, it was suggested that reference be made to infrastructure and those who provide services and supplies to the Town. With regard to **cooperation between taxing jurisdictions**, several suggestions were made including the following: orient the discussion towards the improvement of public services rather than efficiencies; list all applicable taxing jurisdictions that would fall under this principle; and, indicate that the Town should provide leadership in accomplishing improved cooperation. With regard to **communications and citizen involvement**, the notion of transparency should be included as well as the idea that the Town strongly encourages and facilitates citizen involvement. The guiding principle **fiscal responsibility** was discussed at length and the committee agreed that it should be broken down into several components including the following; budget, taxes, planning and capital improvements. It was also suggested that it should be written more generically. Finally, it was suggested that an additional guiding principle related to meeting the changing needs of the Town's residents and businesses be included. The committee members were asked to provide further feedback and to identify any additional principles that should be added.

7) **Discussion of Key Survey Questions**

George Leveille led a discussion of the revised draft "key" survey questions that were discussed by the committee at its January meeting. Pam Robbins reminded the committee that there were five sections in the survey and that this discussion related exclusively to a section that was designed to

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get community feedback that can assist 20/20 in developing its recommendations. A number of comments and suggestions were provided including the following:

- Town DPW staff should review and refine language regarding deferred maintenance and capital improvement needs;
- The questions should be simplified for a broader audience that will not have a high level of familiarity with many of the topical areas;
- An “internal” component should be included in the discussion of shared services and consolidation; and,
- The Town attorney should review the instrument before it is finalized

It was agreed that the survey sub-committee would provide a revised draft list of the “key questions” for consideration at the February 27 meeting.

8) **Action Items**

- a. Committee members to provide any final comments on the SWOT results and draft vision statement at the February 27 committee meeting.
- b. A discussion of opportunities for improved services including consolidation, shared services, and other forms of efficiencies would be scheduled for a subsequent committee meeting.

Next Meeting:

Friday, February 27, 2009, Elsmere Fire Station, 7:30 – 9:15 AM

To submit comments and questions, contact:

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