

TOWN OF OVID COMPREHENSIVE PLAN

Steering Committee MEETING #5

Notes- September 28, 2016

The Steering Committee reviewed and accepted (for the historical record) the notes taken by MRB Group from Meeting #4, held on August 24, 2016.

Diana Smith reported that no communications had been received through the portal that she was aware of. Separately, one individual indicated interest in serving on a focus group, and Connie will add their name to the list and reach out to them.

The status of the Focus Group progress was discussed: MRB Group sent out invitations to all individuals listed on the focus group list, with the exception of the potential youth group members, whose addresses won't easily be found. It was decided that youth group members might best be reached by email, and Rod Winkleblack will try to identify the first few email addresses so that Connie and Diana can reach out and ask the students to help forward the message to the rest of the list.

Responses have already started coming in to the invitations, and Connie reviewed the names of individuals who have committed to participating. After another two weeks, Connie will begin reaching out to those who have not responded to ensure they received their invitation.

The plan for establishing meeting dates and times was discussed: it was agreed that by mid-month, a reasonable response time will have passed. Connie will then begin scheduling meetings, in accordance with the availability of participants. Once a meeting date and time is established, Connie will advise the Steering Committee of the meeting plan, so that members can attend, if they wish. Diana reminded the committee members that their participation is encouraged, but with a focus on listening: focus group data gathering should be an opportunity to learn resident's views.

Sample survey questions were distributed, which demonstrate the kinds of questions MRB Group will use to foster discussion. Each focus group will likely generate an individualized set of concerns, suggestions, and ideas. The discussions will hopefully be "organic" (spontaneous) and likely dynamic, following the lead of the participants and very much depending on the responses received.

The committee discussed initial Survey Planning, since this will be the next step following the completion of focus groups. Diana reminded the committee that initial project plans called for a community-wide survey, since the Town Board wanted to solicit as much participation from residents as possible.

Survey options and typical concerns were discussed by MRB Group. The kinds of issues that usually influence formatting and distribution decisions were shared including:

Content

Residency?

Question format

Timing

Multiple responses (a concern?)

Dates (response period)

Methodology – Mailed Survey

Methodology – Online Survey (in-house)

Creation and hosting

Methodology – Physical (non-mail) Distribution

(Limitations?)

Data Compilation – time required.

These items were discussed as “food for thought” with the plan to finalize decisions for the drafting of a survey and plan for distribution in a future meeting. It was decided that the survey would be most effective if distributed after the first of the year. Further discussion will therefore likely take place in January.

The next meeting of the Steering Committee is scheduled for October 26, at 6:00 pm, at the Firehouse (in the small community meeting room).