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CMRPC Physical Development Committee Meeting Minutes December 15, 2011

Present: Chair Tim Wheeler, Kathleen Keohane, Otto Lies, Bob Hassinger, Peter Krawczyk, and Al Lanni
Staff: Megan DiPrete, Vera Koliass, Ryan Lundergan, Trish Settles
Absent: Chris Baehrecke

Minutes: *MOTION* was made by Mr. Hassinger to approve the minutes of May 19, 2011. Seconded by Mr. Lanni, the motion carried unanimously.

General Updates:

Ms. DiPrete reviewed the current work in the Community Development and Planning Department (CDAP) program including completed work and work in progress. Of note, staff is working to wrap up the 2011 DLTA work, including the Census/Data report and the Southbridge Water Supply Assessment study. Additionally, the 495 Compact regional study is on target for completion by the end of the month.

Ms. DiPrete updated the Committee on programs and projects under development including the new Brownfields Grant application, which was submitted in November, the Economic Development grant, which is just getting underway, and newly-announced grant opportunities through the state.

Ms. Koliass reviewed the draft Census Data report, which had been previously distributed to the Committee. Review comments may be submitted through December 23. The final report will be issued no later than December 30, 2011.

CDAP Program Branding:

The Committee engaged in a detailed discussion about a branding theme for work completed through the Program. For example, the Metropolitan Area Planning Council (MAPC) titles all work MetroFuture; the Pioneer Valley Planning Commission (PVPC) works within their "Valley Vision" framework. A MADOT program headlines as "Mass. Moves."

Committee members discussed anagrams for CMRPC (Clear Measurable Results Prepared and Communicated), branding for the organization (CMRPC: The Hub for Central Mass Planning; Your

vision is our Vision; Welcome to Planning Country), and branding for the Program's work products and framework (CM2035; PlanIt2035; Central Mass – Central Vision; Central Mass Grows; At the Crossroads)

CDAP Program staff will seek to develop a brand recognition template for our regional study work.

Meeting Schedule:

The Committee established a calendar 2012 meeting schedule. The Physical Development Committee expects to meet on the third Thursday of the month in February (2/16/12), May (5/17/12), August (8/16/12) and November (11/15/12).

MEPA filings:

Ms. Kolas reviewed various MEPA filings with the Committee for projects in the Region.

A MOTION was made by Mr. Hassinger to adjourn at 9pm. Seconded by Mr. Lanni, the motion carried unanimously.