

**Natick 360**  
Honoring Our Past. Planning Our Future.



**Strategic Planning Oversight Committee**  
**Minutes \* September 5, 2007**

**Present**

Rosemary Driscoll, designated by School Committee  
Matthew Gardner, designated by the Conservation Commission  
John Heerwagen, at-large member  
Bill Mayhew, at-large alternate member  
David Parish Co-Chair, designated by the Board of Selectmen  
Andres Rochwerger, at-large member  
Harlee Strauss, at-large member (arrived 6:45 p.m.)

**Absent**

Terri Evans, at-large member  
George Richards, designated by the Planning Board  
Craig Ross, Co-Chair, designated by the Finance Committee

**Consultants Present**

Phillip Blackerby, Blackerby Associates (by telephone)

The meeting was called to order at 6:38 p.m. EDT by the Co-Chair, Mr. Parish, in the Ed Dlott Meeting Room, 2<sup>nd</sup> Floor, Town Hall, Natick, MA 01760. A quorum was present.

***Item 1. Minutes***

The Committee considered the minutes of August 29, 2007. Several corrections to the minutes were requested. Ms. Driscoll said she will rewrite the minutes, and she moved to table the minutes until the next meeting; Mr. Heerwagen seconded the motion, and the Committee voted 6-0-0 to approve the motion to table.

***Item 2. Invoices***

The Committee considered Blackerby Associates, Inc., invoice no. 07-019 for regular project management and facilitation services in August 2007. Mr. Heerwagen moved to approve the invoice, Ms. Strauss seconded the motion, and the Committee voted 7-0-0 to approve the motion.

***Item 3. Communications with Sponsoring Boards and Committees***

No communications with sponsoring boards and committees were brought up.

***Item 4. Sponsoring Board and Committee Workshops.***

Mr. Blackerby reported on the sponsoring board and committee workshops September 17-20. He noted that Elizabeth Reuthe will interview each of the board and committee chairs to address questions related to the best approaches to facilitate the workshops. He also noted that Mr. Ross will

contact the board and committee chairs to ensure that they received the email of Friday, August 31, to ensure that they redistributed it to their members, and to respond to any questions they may have.

Mr. Blackerby requested that the liaisons also telephone the board and committee chairs to:

- Ensure that they received and redistributed the August 31 email to their respective members.
- Request that the members please complete the input form in advance; the input form is an Acrobat fill-in form that respondents may type in their answers, save the form, and attach it to an email; alternatively, respondents may print out the form and hand-write their responses.
- Encourage members to list about 6-10 strategic goals and objectives on their input forms (the form has space for nine; use additional pages if required). Fewer than six goals and objectives may not cover enough ground, and more than ten would likely mean that some are tactical rather than strategic goals and objectives. The range of 6-10 strategic goals and objectives is only a guideline, not a rule or limitation on members' input.
- Request that the members please email their completed input forms to Phillip Blackerby at [phillip@blackerbyassoc.com](mailto:phillip@blackerbyassoc.com), or fax them to him at (480) 837-6608, by Thursday, September 13. Mr. Blackerby will compile the responses verbatim, and distribute copies of each committee's compilation at its workshop, as a starting point for the workshop. Members will also have an opportunity to add to the compiled list at the workshop.
- Ensure that each Committee's workshop is posted as an open meeting to discuss the Natick 360 strategic plan. No formal votes will be taken at these workshops. The posting should indicate the meeting location.

Mr. Gardner reported that the Conservation Commission will meet Monday, September 17, from 7:00 p.m. to 9:00 p.m. The Committee noted that while the School Committee meeting will start at 7:30 p.m. on the same Monday, the portion of the meeting devoted to the strategic plan will occur from 9:00 p.m. to 10:00 p.m.

### ***Item 5. Natick Days***

Mr. Rochwerger reported on planning for Natick Days. All shifts have been covered by one volunteer and additional volunteers are requested for all shifts. The booth will have two copies of the survey report for the public; handouts will direct them to the link on-line. Flyers will invite the public to attend the Survey Report workshop October 2 at Wilson Middle School, and invite email registration for further information about the workshop and the Natick 360 process.

### ***Item 6. Other Business***

The Committee discussed the Community Survey Report workshop on October 2 at Wilson Middle School, and decided to provide light refreshments. The Committee discussed having an optional registration process for the event, and to keep a list of names and email addresses at Natick Days.

The Committee discussed how to present the Community Survey Report on the [www.Natick360.org](http://www.Natick360.org) web site, possibly with a pop-up window.

The next meeting is scheduled for October 3, 2007. The Committee discussed whether to meet before that date; Mr. Parish and Mr. Ross will discuss the alternatives.

Mr. Gardner moved to adjourn, Mr. Rochwerger seconded the motion, and the Committee voted 7-0-0 to approve the motion. The Committee adjourned at 7:17 p.m.