

Sunset Committee Workshop and Meeting Minutes

Location: Chebeague Island Historical Society
Date: 7/11/2016
Present: Donna Damon, Sam McLean, Mary Holt (chair), Thor Peterson, Carol Sabasteanski
Absent: Paul Belesca, Peter Pellerin, Carol White
Public: David Hill

Mary Holt, Chair, called the meeting to order at 5:40 PM.

Minutes of Previous Meeting

A motion was made, seconded, and unanimously voted to approve the minutes of the June 20, 2016 meeting.

Feedback on 6/27/2016 Public Meeting

The Committee briefly shared feedback they had received from the Public on the public meeting held on 6/27. The feedback was mostly positive from the public. The Committee discussed how feedback could be considered in developing the survey.

There being no additional business, a motion was made, seconded, and unanimously voted to adjourn the meeting at 6:00PM and enter a workshop.

Workshop

David Hill was invited to the meeting to share his expertise with surveys with the Committee. David spent much of his career in firms that conducted surveys to develop marketing data and survey the public on their opinions. He was asked to attend the meeting to explain effective surveying techniques.

David spoke of the difference between sample surveys and whole community surveys. He spoke of a town he worked with that conducted both survey types. The result was that sample surveys were more accurate because all-inclusive surveys were skewed since only those who had strong opinions (one way or the other) responded.

He mentioned the several ways that random surveys could be controlled to get a fair representation of the target group.

To ensure that there were not several surveys completed by the same party, David suggested numbering the surveys.

David said a way to increase participation was to include \$1 in the survey.

The Committee agreed that:

- All taxpayers should be surveyed – being sure to eliminate multiple surveys to one household because they owned multiple properties.
- Surveys should be numbered to ensure duplicates were not received
- The Committee should make efforts to let the public know about the survey.

- If a member of the public says they did not receive a survey, give them a new numbered survey
- Survey should be sent out in early September to winter addresses to avoid problems with forwarding addresses.

Survey contents:

- Be careful not to show any bias in the survey questions
 - Make description of the alternative choices as “vanilla” as possible
- There was much discussion regarding trying to determine the “price elasticity” of the respondent. For example, “Would you favor a ferry dock and parking if the cost were: a) under \$2 million, b) under \$5 million...?” There was strong resistance to offering any figures in the survey since we do not have any firm data on the cost of different alternatives.
- What demographic information should we seek?
 - Year round or seasonal resident?
 - Registered to vote on Chebeague?
 - Other?
 - David’s comment – if you gather demographic information what are you going to do with that information?
- Should we ask “Would you be in favor of a study to further investigate xxx?” I.e. is more research needed in order for you to give an opinion?
- Should we reference Comprehensive Plan in the survey?
- Should we offer options for land use and then provide respondent the ability to rate on a scale (1-5 strongly disagree to strongly agree)?
- Should we mention considering possible uses of Stone Wharf in conjunction with Sunset?

Possible uses of property:

The Committee reviewed the feedback from the public meeting and developed a list of the possible uses (combining like items). See attached.

Next Steps:

- Committee will have another workshop to develop the survey (August 1st at Hall)
- David agreed to review the draft survey
- Final survey should be provided to Selectmen for their review/input.
- Mary to ask Gloria to begin compiling the list of all taxpayers – eliminating duplicates

The workshop was adjourned at 7:30 PM.

Respectfully submitted,



Secretary

Possible uses of Sunset Property

Developed at 7/11/2016 Committee Meeting based upon feedback received during the 6/27/16 Public Meeting

1. Do nothing, leave it wild
2. Passive recreation
3. Develop water and build parking lot
 - a. Ferry wharf
 - b. Fishermen wharf
 - c. Marina
 - d. Barging facility
4. Sell and use proceeds to:
 - a. Reduce taxes
 - b. Fix Stone Wharf
5. Develop affordable housing
6. Build retail
7. Create a solar farm
8. Agriculture