

**January 25, 2025 - 10:00 AM - Master Plan Committee Special  
Meeting Minutes - Working Meeting  
APPROVED MINUTES**

Attendees: Alan Bell, Lisa Prince, John Harris, April Ferguson, Ian Breshnahan.

Others: Lauren Bressett, Mark Terry, Allison Fissette

Meeting was called to order at 10:00 AM by Alan.

The meeting was called to discuss whether or not the survey link should be taken off the Westmoreland Face Book page that has 3,369 members, which are not all Westmoreland residents (just shy of 1,800).

Lisa said she believes it should be taken off in order to protect the integrity of the survey. April also agreed because we put a lot of time and effort into this and it would be a shame if the results were not accurate. John also agreed with Lisa and April. Alan read a statement from Emily who could not make the meeting:

"Alan,

I'm sorry I cannot attend on Saturday morning. Please share my thoughts with the group.

While I agree that people outside of our town could see and click on the link, I believe the risk of our results being materially changed is quite low compared to the benefit we get from the link being up. By materially changed, I mean enough results different from what the general population of the town believes to alter our conclusions. Whether we are happy about it or not, the facebook page is a common source of information for residents of Westmoreland. With the link up for only a week, we've seen significant responses (nearly 1/3 of our goal!!) so I feel confident saying that this exposure will increase the number of responses we receive overall. The likelihood of our results being materially modified comes down to mal-intent. Our survey specifically mentions residents and has a question that will clarify how long someone has been a resident. For a non-resident to fill out this survey mistakenly, they would have to lie on both this question and the question asking which part of town they live in. Is it possible a few non-residents will respond - sure. Is it likely that this link will help us get a better sample of our residents - I think this is a certainty. My vote would be to leave up the link and

we can assess whether there are significant surveys with the 'years of residency' and 'location in town' questions blank.  
Emily”

Alan read his own statement, “There seems to be a constant movement by some of our group to install roadblocks to all endeavors which could increase the number of town responses to the survey. First it was a call to cancel the agreed upon dates of the survey roll out on election day, then there was the move to try and delay the roll out so we would miss the Westmorelander mailing, now it is to remove the link from a primary means of townie information which is known as Facebook. This on the grounds that some people from out of town may decide to fill the survey out. At the time that I write this there are 36 respondents online and of those 36, 11 of them have included their names to be added to future forums. Removing the Facebook links will reduce the number of towns people who take the survey.

There are our ways of reading the data which allow us determine the time and location of the survey respondents. I strongly oppose removing the link from Facebook and the town hall, or any means of online dissemination. To do so is a grave mistake and greatly limits the inclusion of all our towns people.”

Lisa and April strongly disagreed with Alan’s statement that there have been any movement by any members to install roadblocks of any nature to this process. April further stated that when a document is being developed by a committee it is normal in the process to have differing views which adds to the integrity and accuracy of that document. She said it was unfortunate that Alan had seen these differing views as “roadblocks” and offered apologies that he had been personally offended.

The 3 people in attendance were asked for their input. Lauren did not feel it would be an issue because they would have to answer questions one and two which are regard to residency. Mark said that people won’t take the 10 minutes to complete the survey, it is likely it could happen but very low and that more access is better. Allison said while not maliciously intended, public can see the page and may take the survey helping out family members who do live in Town.

Ian added that the link is on the News page of the Town website and a little difficult to find and should have been posted on the Home page. Alan said he was told that it couldn’t be added to the Home page.

April made a motion to remove the survey link from Facebook, seconded by Lisa. Vote: Yes - Lisa & April, No - Alan, Ian & John

Discussion ensued about putting a disclaimer on the FB post that it was for Westmoreland residents only.

Lisa made a motion to put the disclaimer on the FB post, seconded by April. Vote: Yes - Lisa & April, No - Alan, Ian & John

April brought up how we intend to handle the processing of the surveys and that they are Town documents and should not leave the building as Emily had offered to take them home and enter them into Google docs. Alan agreed that we would be working on them at the Town hall and suggested maybe the data would get entered into multiple computers. Lisa had created a tally sheet that could be done manually in teams of 2 and a copy of the tally sheet could be given to someone to do the data entry. Alan said we can discuss that at the next meeting.

Motion made by Alan to adjourn the meeting, seconded by Lisa. All in favor. Meeting adjourned at 10:35 AM.

Minutes recorded and prepared by Lisa Prince.