



# Town of Sykesville Comprehensive Plan

## Advisory Committee | Meeting #4 Summary

Thursday, September 17, 2020 | 6:00 PM – 7:45 PM | Zoom Meeting

### Attendees

1	✓	Al Mcevoy (Advisory Committee)	11	✓	Mark Dyer (Town Council)
2		Anna Carter (Town Council)	12	✓	Norman Fogg (Advisory Committee)
3	✓	Brandon Smith (Advisory Committee)	13	✓	Rachel Becks (Advisory Committee)
4	✓	Debbie Scheller (Advisory Committee)	14		Roger Lerner (Advisory Committee)
5		Stacy Link (Town Council)	15	✓	Troy Truax (Michael Baker International)
6	✓	Eric Valenstein (Advisory Committee)	16	✓	Vanessa Shamberg (Michael Baker International)
7	✓	Jana Antrobus (Town Staff)	17		Peter Quintanilla (Michael Baker International)
8	✓	Joe Cosentini (Town Staff)	18		Kirsten Compitello (Michael Baker International)
9	✓	Julia Betz (Advisory Committee)	19	✓	Cameron Weiser (Michael Baker International)
10		Laura Scheiner (Advisory Committee)			

### Meeting Materials

- Advisory Committee September 17, 2020 Meeting Agenda
- Advisory Committee September 17, 2020 PowerPoint Presentation
- Sykesville Public Survey Draft

### Meeting Discussion and Summary

#### **Welcome and Introductions**

- Troy Truax thanked everyone for joining and took attendance of participants on the call. Troy remarked that the last time the Advisory Committee met was on August 20, 2020 and provided a brief overview of the consultant team's efforts over the past few weeks related to stakeholder engagement and public outreach going forward.

#### **Public Involvement Overview**

- Troy shared that the stakeholder focus group meetings were concluded in August 2020 and shared that five focus groups were interviewed with a total of 28 stakeholders participating.

- Interviews with the Town's elected officials were also completed in August 2020; Michael Baker received comments and feedback on the comprehensive planning process from the Town's six councilmembers as well as the Mayor.
- The draft online public survey was shared with the Advisory Committee on Monday, September 14. Troy noted review of the survey is on the agenda for this meeting.
- Troy asked the Advisory Committee to provide feedback on the proposed public engagement promotional methods, including:
  - Website
  - Movie night slide
  - Farmers market display table
  - Press release
  - Newsletter updates
  - Social media
  - E-mail distribution list
  - Printed material
- Recommendations for promotion included the following:
  - The Advisory Committee confirmed that hosting a display table would be an effective way of dispersing the survey and increasing awareness of the Comprehensive Plan.
    - Michael Baker aims to attend the October 4, 2020 farmers market to host a display table. Joe Cosentini recommended that print materials should be printed locally for the event.
    - Jana Antrobus will coordinate with the Downtown Sykesville Connection to secure a table and organize volunteers through the month of October.
  - An Advisory Committee member suggested displaying a large banner over Main Street to help with promotion.
  - The Town of Sykesville will be adding the survey and event information to their website and Facebook page.
    - Mainstreet vendors will disperse information about the survey by emailing their network of customers and linking them to the Town of Sykesville website.
  - Michael Baker will produce a QR code that will link to the survey, in part to limit contact and increase the convenience of survey taking at the farmers market.

### **Public Involvement Overview**

- The survey will be open for the month of October and will help to validate what Michael Baker has heard from the Advisory Committee, stakeholders, and elected officials.
- The target audience for the survey is:
  - Residents
  - Business owners
  - Property owners
  - Employees within Town
  - Visitors
  - County representatives
- Target participation is 10% of the population of the Town, or approximately 400 responses.
- Michael Baker will share the raw results of the survey with the Advisory Committee, and create a summary of findings which will be shared on Microsoft Teams.
- The Advisory Committee requested the following revisions be made on the survey:

- The estimated length of time that the Survey will take to complete should be shared in the survey introduction.
- Question 9 should be changed to allow only one selection.
- Street labels should be added to the Park Map below question 14.
- Freedom Park should be removed from Question 14, because it is owned by Carroll County.
- Carrie-Dorsey Park should be changed to read “Warfield Park” on Question 14.
- “Shannon Run” should be changed to “Shannon Run Park” on Question 14.
- A comment box should be added to Question 14.
- The “Other” option from Question 15 should be removed.
- The “Splashpad”, “Community Pool”, and “Library” options should be removed from Question 15.
- The “Telecommunications” option should be removed from Question 17.
- Question 22 and 24 should be moved to the beginning of the survey, so that respondents will be mindful of their status as a resident or non-resident while taking the survey.
- A disclaimer should be added at the end of the survey to ensure respondents that their contact information will not be shared or used anywhere except for purposes involving the Comprehensive Plan.

### **Public Events in the Fall**

- Michael Baker is recommending the following public outreach events in the fall.
  - **Event 1:** Learn about Sykesville Comprehensive Plan
  - **Event 2:** Town Hall Listening Session
  - **Event 3:** Vision for Downtown Sykesville (2-day urban design workshop)
  - **Event 4:** Virtual Open House
- The Advisory Committee shared the following recommendations:
  - Participants in Events 1 and 2 should be restricted to asking questions via a comment/chat. The moderator should read and answer questions.
  - The events should be recorded and shared via the Town website or Facebook.

### **Discussion and Next Steps**

- October event dates will be shared with the Advisory Committee within the next week.
- **Next Meeting:** November 12, 2020
  - Review online survey results and urban design concepts
  - Prioritize issues/themes
  - Develop vision and goal statements