

Topsfield Downtown Revitalization Plan

Downtown Strategic Plan Working Group Meeting

December 5, 2019

Topsfield Town Hall

Attendees

- Lynne Bermudez
- Tim Collins
- Sarah Lodewick Guido
- Andrea O'Reilly
- Josh Rownd
- Brian Woodland
- Metropolitan Area Planning Council:
 - o Betsy Cowan, Chief of Economic Development
- Members of the public were also in attendance

The meeting began at 6:35pm.

Updates:

Sarah Guido provided an update on activities of the non-profit, Topsfield Community Partnership (TCP). Designs for some of the storefronts have been created. The landscaping is pending.

Review of Downtown Plan (Presentation on Town website)

Betsy Cowan reviewed the strategic plan document with the Working Group members to receive additional comments on the vision statement and the content of the strategic plan. The Working Group accepted the vision statement as follows:

A welcoming downtown village where Topsfield residents and visitors of all ages can live, work, gather, and shop.

One new recommendation was suggested and incorporated into the strategic plan:

1. Expand Town capabilities: Include an additional strategy as follows: Develop an easy to follow guide for how to open or expand a business, depicting the steps/timeframes for the permitting process.

There were no further comments from the Working Group.

Implementation Matrix

Betsy Cowan briefly presented the implementation matrix, with a focus on what can be achieved and announced during the first year, as a way of building momentum. The implementation matrix includes a timeline for implementation, as well as key parties responsible (Town officials, Town staff, residents and other stakeholders).

Implementation Group/Oversight Committee

Betsy described the role of this group as follows: The implementation group/oversight committee can provide critical support to ensure the plan is implemented in a timely manner. The group should include Town officials and staff, and key stakeholders (residents, business owners, developers, liaisons to key boards and community groups, and individuals with relevant areas of expertise.

The Working Group then brainstormed potential individuals to recruit for the committee and developed a plan for recruitment.

Communications and Public Launch

Betsy Cowan presented options for the formatting of the final report, Executive Summary and 2pg graphic Executive Summary. MAPC will be creating those documents for submission in mid-January.

The Working Group also discussed the importance of a public release of the plan with an event designed to encourage additional participation in its implementation. The group suggested that the Topsfield Community Partnership should also be announced at that event. One option that was suggested was to combine it with an upcoming Open House for the new Town Administrator in January.

Next Steps

The MAPC team will present the plan to the Board of Selectmen at its meeting on December 16, 2019. MAPC will submit final documents by mid-January.

Celebration

The meeting concluded with a celebration of the work done throughout the year.

The meeting ended at 8:05pm.