In attendance:
Frank Detoma, member; Tony Judge, member; Diane LaRoche, member; Winn Lavallee, member; Anne Capra, Conservation Administrator/Planner

Frank DeToma called the meeting to order at 4:00 PM.

1. Discuss and Consider Feedback on URRP from Community Events
Frank DeToma presented to Know Your Town at the South Hadley High School library on November 7th. The audience was generally enthusiastic with support for the plan. Some members of the audience asked what would be the next steps once the plan is approved by Town Meeting. Projects under consideration include outreach to developers to better understand what they need/want to invest in a new market, develop marketing materials including profile sheets for target areas, continue with infrastructure improvements (i.e. Main Street reconstruction in FY2021 TIP), and update Redevelopment Authority webpage to attract developers and visitors. Frank expressed that he would like to see more integration between the Planning and Conservation Department and the Redevelopment Authority on grant applications and project identification. Frank expressed interest in outreaching to other Redevelopment Authorities around the state to understand how they work with the municipal government.

Frank expressed interest in promoting the Redevelopment Authorities’ role in various projects in the Falls through various means such as signage at a project location. The logistics of this was debated by the other members.

2. Discuss and Consider Public Outreach and Local Approvals for Urban Redevelopment and Renewal Plan – Next Steps and Timeframe
Frank and Diane will present at a Senior Center luncheon on 11/14, and answer any questions. Members discussed direct outreach to Town Meeting members and identified people each of them would contact in the days before Town Meeting to address any lingering questions or concerns.

3. Discuss and Consider Approval of Meeting Minutes from 9/25/19 Meeting
Win moved to approve the minutes; Diane seconded; unanimous approval.

4. Discuss and Consider Special Town Meeting, November 20, 2019
Town Administrator Mike Sullivan is presenting background on all of the Town Meeting warrant articles on 11/13/19 to the Town Meeting members, and will cover the URRP. Anne has a Conservation Commission meeting at the same time and cannot be there. Anne will be in attendance at Town Meeting to present to the members prior to the warrant article being voted on, if needed.
5. Other New Business (topics which the Chair could not reasonably expect to be discussed/considered as of the date of this notice)

There was no new business.

Meeting was adjourned at 4:53 PM.