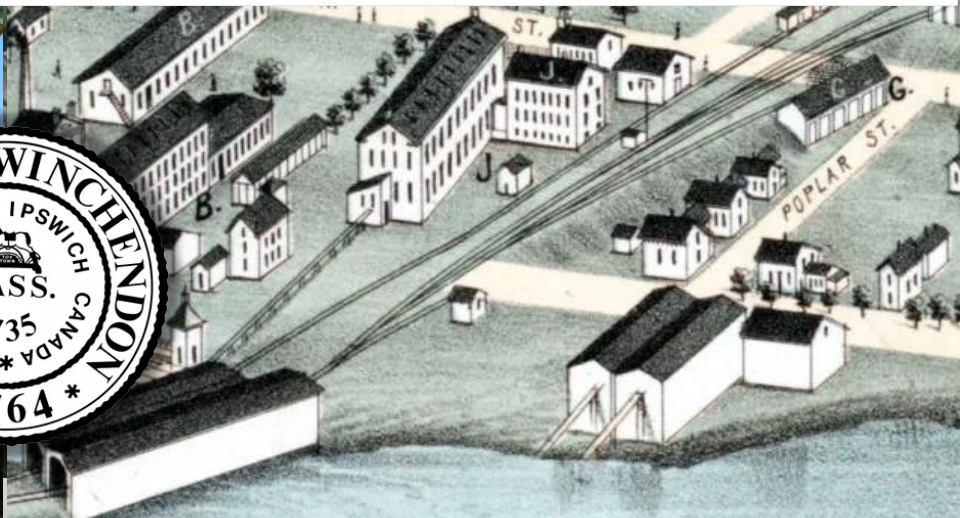


COMMUNITY MASTER PLAN

Town of Winchendon, MA

Presentation to Board of Selectmen
February 8, 2021



Background of Master Plan

Why do we have a Master Plan?

Required by Massachusetts General Law

Guide the town's growth and development

- Used by
 - Elected and appointed boards and committees
 - Residents, businesses, etc.
 - Staff
- To
 - Set priorities and policies
 - Inform actions, decisions, allocation of resources (time, attention, money)
- With the community's vision in mind

Background of Master Plan

Community's Vision

Winchendon will be a town ...

- Embraces its
 - Heritage of craftsmanship
 - Entrepreneurial spirit
 - Civic engagement
 - Sense of community
- Abundant
 - Culture
 - Recreational opportunities
 - Natural Beauty
- A place that all are proud to call home
 - Improved quality of life for all
 - Sustainable local economy & improved infrastructure
 - Able to attract & retain families, youth

Background of Master Plan

What's in this Guide to our Town's Growth & Development

7 chapters common to all recent Master Plans

- Land Use, Open Space, Economic Development, Housing, Historic & Cultural Resources, Transportation & Circulation, Services & Facilities
- Background: defines the topic, what it includes, challenges and opportunities
- Goals and Strategies: inform where and how to place our attention and resources
 - There are many interrelationship, overlaps across goals, strategies, chapters .. that need coordination ..that impact economic opportunities, tax base, quality of life

Background of Master Plan

What's in this Guide to our Town's Growth & Development

2 chapters that are new to our Master Plan

- Community Health & Well-being, Communication & Engagement
- Recognize that people, not just the physical & natural qualities of our town are key to our future
 - Their opportunities for civic engagement
 - Their sense of community
 - Their entrepreneurial spirit
 - Their heritage of craftsmanship
 - Their contribution to and use of our town's cultural, recreational and natural beauty
 - Their contribution to making Winchendon a place all are proud to call home

Background of Master Plan

What's in this Guide to our Town's Growth & Development

https://www.townofwinchendon.com/sites/g/files/vyhlf4051/f/uploads/mp_final.pptx.pdf

Cut and paste this link .. or go to Town Website

- townofwinchendon.com

Click on Planning & Development under the Department tab

Click on Master Plan Volume I in the blue directory on the left side of the page

Background of Master Plan

Why do we have a Master Plan?

Guide the town's growth and development

- Set priorities, policies
- Inform actions, decisions, allocation of resources

However

A Master Plan only works ... only makes a difference
when it is used ... and used effectively

Implementation of the Master Plan: "How?"

The Work



The Guide



The Players



WILLIAM TELL
OVERTURE
GIOACCHINO ANTONIO ROSSINI
Arranged by Erik W. G. Leidgen

Time of Performance approximately 11 min.

Conductor
Andante (♩=54)
Bas'n. (Bar.)

J376
Ob. (1 Cor. muted)
two 1st, two 2nd, two 3rd Cl., Sax.
B. Cl. (A. Cl.)
Bass. (Bar.)

1 Cl. Ob. add A. Sax (Cor.)
mp
2, 3 Cl. 1. Sax. (Bar.)
A. Sax. - Bass'n
Str. Bass. & Tubas

1 Cl., Bas'n., A. Sax.
2nd Cl., Ten. Sax.
Bass. Bar. stacc.
Bass.

Hrs. sust.
add 1-2 Hrn.
pp
pp Cl., Sax., Bar.
Bass.

* Instruments in parentheses indicate cues
No. 193
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Implementation of the Master Plan: “How?”

The Work



Master Plan
Implementation
Committee



Conductor

Community Master Plan

Performance
time: 11 min.

Players:



- 1) Boards & Committees
- 2) Winchendon Residents/Businesses/ Non-profits
- 3) Town Employees

Conductor

Community Master Plan

Performance time: 11 min.

GIOACCHINO ANTONIO ROSSINI
Arranged by Erik W. G. Leidgen

Andante (♩=54)

Bas'n. (Bar.)

Ob. (1. Cor. muted)

two 1st, two 2nd, two 3rd Cl., Sax.

J376

1st Cl., add A. Sax (Cor.)

2nd Cl., 1st Sax. (Bar.)

A. Sax. - Bass in

Str. Bass, 2 Tubas

1st Cl., Bas'n., A. Sax.

2nd Cl., Ten. Sax.

Hes. sust.

add 1-2 Hrn. *rit.*

pp 1st A. Sax., 1st A. Cl., Bas'n.

pp Cl., Sax., Bar.

Bass.

* Instruments in parentheses indicate cues

89-193

Timp. *pp*

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The Work: Community Master Plan

- Public comment incorporated
- Planning Board approved
- Parts assigned
- Awaiting implementation

The Players:

- Boards & Committees
 - Elected or appointed/approved volunteers
 - Assigned "Lead" and "Contributor" parts
- Winchendon Residents/Businesses/Non-profits
 - Beneficiaries
 - Potential volunteers
 - Official and unofficial opportunities to contribute
- Town Departments
 - Paid employees
 - Assigned "Lead" and "Contributor" parts
- All
 - Use MP as lens for strategic decisions
 - Balance with operating responsibilities

The Guide: The Master Plan Implementation Committee (MPIC)

- Spokespersons for MP
- Appointed by Board of Selectmen (BOS)
- 5 – 7 Members
 - Supplemented by Advisors
- Reports to BOS
- Given authority
 - Meet with MP Contributors and Leads
- Has a staff liaison
- Operates under MPIC responsibilities...

MPIC Responsibilities

- Coordinate and monitor implementation
- Collaborate with players to develop and track execution goals
 - Assist with goals that require additional resources
- Encourage ongoing citizen engagement
- Assess status of specific actions, evaluate priorities, and suggest new implementation techniques where appropriate
- Identify successful strategies and barriers to progress
- Periodically evaluate the plan
- Create a mechanism to provide updates and progress reports to the Board of Selectmen

Does the Board of Selectmen agree with the concept of the MPIC and its responsibilities?

MPIC Member Qualifications

- Demonstrated interest in and knowledge of MP
 - What aspect of the MP appeals to you?
- Winchendon resident or have vested interest
- Demonstrated team player
- Demonstrated reliability and commitment to another effort
- At least one of these qualifications:
 - Project management
 - Communications
 - Town history
 - Knowledge of “how things work”
- Able to commit to time and MPIC responsibilities
 - 8 - 10 hours over first 8 weeks
 - Monthly meetings thereafter

MPIC Advisors

- Identified and recruited by MPIC on an as-needed basis
- Roster of individuals with specific expertise or knowledge, ex.:
 - Grant writers
 - Neighboring committees/town department representatives
 - Non-profit representatives
 - Clergy
 - Elected officials
 - Small business owners
 - School administrators
- Available “on call”
- Available for occasional MPIC meetings

What's Next?

- Board of Selectmen
 - Adopt Master Plan as written
 - Establish MPIC tonight
 - Post Membership Qualifications
 - Vet and appoint MPIC members ASAP
 - Place MP Overview in 2020 Town Report

Ready? Set? Go!

