

Walpole Master Plan

How to hold a “kitchen conversation” meeting with friends & neighbors



Thank you for agreeing to host a “kitchen conversation” event for your friends and neighbors! This kit includes the basic materials you need to conduct your meeting and provide feedback to the Town. You should find the following items in the packet. If something is missing, please contact Paul Deschenes, Director of Community and Economic Development, at pdeschenes@walpole-ma.gov.

Instructions for you, the host:

- Process Overview
- Sample Meeting Agenda
- Sample Invitation

Materials for you to distribute at the meeting:

	Title	Page Numbers
Sheet A	Sign-in Sheet for Facilitators/Note Takers	p.7
Sheet B	Sign-in Sheet for Participants	p.8
Sheet C	Meeting Agenda	p.9
Sheet D	Walpole Master Plan Overview	p.10
Sheet E	Discussion Worksheets for Q. 1, 2, 3, and 5	p.11-14

Remember to bring enough copies of each sheet for your participants!

Additional items you will need:

- Pens/pencils
- Flip chart (or other paper for taking notes), markers, and tape
- Return envelope

Instructions for Meeting Host

Process Overview

1. Invite

- Identify people or groups that you want to invite to your Kitchen Conversation. (Plan on one facilitator for every 8-12 people in a small-group discussion).
- Send the meeting invitation via e-mail or mail or call invitees.

2. Remind

- Call and/or e-mail the people you invited 1-2 days before the scheduled meeting.

3. Set up

- Select a location where all participants can comfortably sit, ideally in a circle.
- Sort copies of meeting materials into sets for participants.
- Have enough pens/pencils available.

4. Maintain Sign-in Sheets

- Make sure facilitators and note-takers sign in on Sheet A (p.7)
- And, ask attendees to sign in on Sheet B (p.9). There is space on Sheet B to ask to be added to a list for future information about the Walpole Master Plan.

5. Facilitate

- Lead a small-group discussion, making sure the meeting stays on topic and all discussion questions are answered.

6. Return

- Collect all materials, including the individual worksheets and feedback sheets from each participant, and make sure each sheet is labeled with the meeting code (see details under "Host Instructions").
- Package them together and return the response packet to the address provided on the return information sheet. Please recycle any unused materials.

Group Logistics

These meetings are designed to encourage conversation. The host is responsible for coordinating all aspects of the meeting. If you host a large meeting, we suggest that you break into groups of 8-12 people and ask for a facilitator and note-taker for each group. The facilitator (who could also be the host) is responsible for keeping the conversation focused and ensuring everyone has a chance to speak. The note-taker takes notes throughout the discussion. If you do break into groups, please name/number the groups and indicate this on the discussion notes.

Suggested Meeting Schedule

The agenda and instructions below are guidelines for you as facilitator.


Welcome & Introductions (10 – 15 Minutes)

After distributing the meeting agenda (Sheet C, p.9), take a few minutes at the beginning of the meeting for introductions. Ask people to tell something about themselves in addition to their name (e.g., their neighborhood, any affiliations, their interest in the Walpole Master Plan, etc.) so that everyone gets a better sense of who is participating and why.

Meeting Overview


Briefly review the information on the meeting agenda (Sheet C, p.9). Go over the purpose of the meeting with participants:

- To increase participation in providing suggestions regarding goals and strategies for the 2021 Housing Plan.
- To include as many voices as possible in the Walpole Master Plan process.

 Hand out **Sheet C**.

What is the Walpole Master Plan?

Briefly review the Walpole Master Plan overview (Sheet D, p.10).

 Hand out **Sheet D**.

Meeting Input

Explain how meeting input will be used. Suggested text: “The Master Plan Committee and consultants will use public input to develop goals and policies for the Walpole Master Plan. These goals and strategies should address Walpole’s opportunities and needs, and resident input will play an important part in how the plan is developed.”

Group Discussion Guidelines

- Review the suggested discussion guidelines or ask the group to brainstorm guidelines that will help everyone to participate. Ask if anyone has any questions and if everyone agrees to the discussion guidelines. Clarify as needed and address any concerns. Ask if the group needs anything else to help stay focused and have an effective meeting.
- Suggested discussion guidelines:
 - Everyone should have an equal opportunity to talk and be heard.
 - Keep the conversation on topic.
 - Listen to others and avoid criticizing.
 - Respect limited time and keep your answers to the point.
- Be honest and try to understand other viewpoints.
- It’s ok to disagree.
- Try not to interrupt the facilitator or other group members.
- Cell phones on silent.

 Hand out **Sheet E**.

Discussion Prompts (60 Minutes)

Hand out Sheet E (p.11-14). The discussion should take approximately 60 minutes. **The discussion prompts should occupy most of the meeting time.** Begin by going over Question 1 with your attendees.

Information for Meeting Host
WALPOLE MASTER PLAN

Question 1:

What are your FAVORITE things about Walpole?

- What do you like most about living/working in Walpole?
- In other words, what would you want to be sure is preserved in the future?

1. Give participants a couple of minutes to think about the question. Be sure to tell them they don't need to write anything on Sheet E until after the brainstorming discussion.
2. Ask for a volunteer to start the go-around. Ask for one or two thoughts per person. Then go around the group from that person. It's ok to pass if a person is not ready when it's their turn. Once you get around the circle, be sure to go back to anyone who didn't speak yet. After everyone has spoken, go back to anyone who has an additional thought that didn't come up.
3. During this time, the note-taker should write down each of the thoughts, ideally on a flip chart or large piece of paper taped to the wall so everyone can see. Alternatively, the note-taker can type and project onto a screen if available. Ask the note-taker to use participants' words rather than edit or change them.
4. You – the host – are also a participant and you can share your opinions as an equal member of the discussion, but make sure everyone has a chance to express his/her opinion.
5. After everyone has had a chance to speak, briefly review all thoughts the group generated. Then, ask the participants to write on their worksheet the three ideas they find most important from all the ideas shared by participants. Remind them that they can pick thoughts they initially offered or those that other people offered.

NOTE: This is not an attempt to build a group agreement on the top ideas. There is no need to try to get the group to agree.

Repeat the above process for the following four questions except there is no Sheet E for Question 4. After everyone has had a chance to speak, briefly review all thoughts the group generated. Then, ask the participants to write on their worksheet the top three ideas the Master Plan should acknowledge or address. They can pick thoughts they initially offered or those that other people offered

Question 2:

What are your LEAST favorite things about Walpole?

- What are some things you feel need to change to improve the quality of life in Walpole?
- What are some challenges faced by Walpole that you feel need to be addressed?
- Are there particular locations in Walpole that face particular challenges?

Question 3:

What is MISSING in Walpole? Brainstorm!

What have you seen in other communities that you think would be good for Walpole to have/do?

Question 4:

What would you predict will be some of the important ISSUES to take into account when planning for Walpole's future? *Opportunities? Challenges?*

Opportunities	How should we take advantage of these?
Challenges	How should we address these?

Question 5:

If you could do ONE THING TO IMPROVE Walpole, what would it be?

Wrap-Up (15 minutes)

If you have divided participants into small groups, reconvene the larger group. See if there are any issues or concerns that seemed to be mentioned by many participants in the meeting.

Next Steps

Sorting Meeting Materials

After the meeting, package up the materials for return. Sort the materials into sets, keeping like items together:

- Sign-in sheets (**Sheets A and B**)
- Group discussion materials (if you had more than one group, keep each group's materials together):
- Group discussion notes
- Participant worksheets (**Sheet E**)

Assign a code to your meeting following the instructions below. **Enter this code into the appropriate boxes on all the materials that you will need to return to the Town.**

FIRST THREE SPACES: Your initials

NEXT FOUR SPACES: Month and day of your event (e.g., "0418" for April 18)

The code box is always located at the top of the page and it looks like this:

Code: Meeting Summary

Write up a summary of meeting notes. The summary can be bullet points listing the main ideas participants. If possible, try to group the ideas by type or theme. Provide highlights of the meeting.

Information for Meeting Host
WALPOLE MASTER PLAN

Returning Materials

Please mail, scan and e-mail, or hand deliver all participant and group response materials within seven days to:

Patrick Deschenes, Director of Community and Economic Development
135 School Street
Walpole, MA 02081
pdeschenes@walpole-ma.gov

THANK YOU!

CODE:

SHEET A. Facilitator and Notetaker Sign-in Sheet

Role	Group	Name	E-mail and/or Phone (in case clarifications are needed)
Facilitator			
Note-taker			
Facilitator			
Note-taker			

CODE:

SHEET B. Participants Sign-in Sheet

Meeting Date: _____

Number of Participants: _____

Name	E-mail and/or Phone	Would you like to receive e-mail updates about the Walpole Master Plan?
		<input type="checkbox"/> Yes <input type="checkbox"/> No
		<input type="checkbox"/> Yes <input type="checkbox"/> No
		<input type="checkbox"/> Yes <input type="checkbox"/> No
		<input type="checkbox"/> Yes <input type="checkbox"/> No
		<input type="checkbox"/> Yes <input type="checkbox"/> No
		<input type="checkbox"/> Yes <input type="checkbox"/> No
		<input type="checkbox"/> Yes <input type="checkbox"/> No
		<input type="checkbox"/> Yes <input type="checkbox"/> No
		<input type="checkbox"/> Yes <input type="checkbox"/> No
		<input type="checkbox"/> Yes <input type="checkbox"/> No

SHEET C

Walpole Master Plan

Participant Meeting Agenda & Information

Part One: Welcome and Introductions

- Who's in the room?
- What is the Walpole Master Plan?
- Meeting overview
- Meeting purpose
 - To encourage small-group conversations about Walpole today and Walpole's future
 - To identify and describe what people see as the Town's strengths and challenges?
 - To make sure as many people as possible in Walpole have a chance to participate in the Master Plan process

Part Two: Discussion Prompts

- Five discussion questions
- What ideas stand out for you? (SHEET E)

Part Three: Wrap Up

Group Discussion Guidelines

To have a productive conversation where everyone feels welcome to participate, please use these guidelines.

- Everyone should have an equal opportunity to talk and be heard.
- Keep the conversation on topic.
- Listen to others and avoid criticizing.
- Respect limited time and keep your answers to the point.
- Be honest and try to understand other viewpoints.
- It's ok to disagree.
- Try not to interrupt the facilitator or other group members.
- Cell phones on silent, please.

SHEET D

Walpole Master Plan

What is a Master Plan?



COMPREHENSIVE ANALYSIS OF ALL ASPECTS OF COMMUNITY DEVELOPMENT



PROCESS FOR DECIDING WHAT TO DO, AND HOW, WHEN, AND WHERE TO DO IT



PLAN FOR A COMMUNITY'S PHYSICAL EVOLUTION



LONG-RANGE (IMPLEMENTATION CYCLES TYPICALLY RUN 5-10 YEARS)

STATE REQUIRED ELEMENTS OF THE PLAN

1. Statement of Goals and Policies
2. Circulation
3. Land Use
4. Housing
5. Economic Development
6. Natural & Cultural Resources
7. Open Space & Recreation
8. Services & Facilities
9. Implementation

WHAT CAN YOU FIND WITHIN THE ELEMENTS?

- Community vision statement
- Data analysis
- Inventory/existing conditions
- Trends, estimates, and future projections
- Goals, policies, and actions
- Maps, photos, and graphics

HOW CAN A MASTER PLAN HELP WALPOLE?

- Provide for predictable and orderly development
- Protect environmental resources
- Set priorities
- Avoid costly mistakes
- Strengthen local identity
- Create a framework for future policy decisions
- Provides guidance to landowners, developers, and local permitting authorities
- Manages change and growth with feedback from the community

HELP US ENVISION A BRIGHT FUTURE FOR WALPOLE!

For more information, contact Pat Deschenes, Director of Community & Economic Development,
pdeschenes@walpole-ma.gov, 508-660-7352

WALPOLE MASTER PLAN SHEET E
Individual Priorities

CODE:

Question 1:

What are your FAVORITE things about Walpole?

Complete AFTER the discussion about Question 1.

Of all the ideas group members mentioned during the brainstorming process about Question 1, what three seem most important to you?

1.

2.

3.

WALPOLE MASTER PLAN SHEET E
Individual Priorities

CODE:

Question 2:
What are your LEAST favorite things about Walpole?

Complete AFTER the discussion about Question 2.

Of all the ideas group members mentioned during the brainstorming process about Question 2, what three seem most important to you?

1.

2.

3.

WALPOLE MASTER PLAN SHEET E
Individual Priorities

CODE:

Question 3:
What is MISSING in Walpole?

Complete AFTER the discussion about Question 3.

Of all the ideas group members mentioned during the brainstorming process about Question 3, what three seem most important to you?

1.

2.

3.

WALPOLE MASTER PLAN SHEET E
Individual Priorities

CODE:

Question 5:

If you could do ONE THING TO IMPROVE Walpole, what would it be?

Complete AFTER the discussion about Question 5.

Of all the ideas group members mentioned during the brainstorming process about Question 5, what three seem most important to you?

1.

2.

3.
