



TOWN OF JEROME

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Founded 1876
Incorporated 1899

Minutes General Plan Steering Committee Wednesday, February 24, 2016 6:00 p.m. Jerome Town Hall, 600 Clark Street

ITEM 1: Call to Order/Roll Call

Chair Doug Freund called the meeting to order at 6:11 p.m.

Roll call was taken by Albert Sengstock, Zoning Administrator. Members present were Chair Doug Freund, Jane Moore, Mimi Currier, Suzy Mound, Denise Guth, Margie Hardie, and Natalie Barlow.

Staff present were Al Sengstock, Zoning Administrator and Jennifer Julian, Minute Taker.

ITEM 2: Approve meeting minutes of January 13, January 20, and February 10, 2016

Ms. Moore made a motion to approve the minutes of January 13, 2016 with one minor change. Ms. Mound seconded. The motion passed unanimously.

Ms. Hardie made a motion to approve the minutes of January 20, 2016 with two minor changes. Ms. Moore seconded. The motion passed unanimously.

Ms. Moore made a motion to approve the minutes of February 10, 2016 as revised. Ms. Currier seconded. The motion passed unanimously.

ITEM 3: Public Comment

There was no public comment.

ITEM 4: Review and consider format and changes made during the last meeting

Mr. Freund explained that the committee will be revising the reorganized version of last week's goals document. The items in yellow are ones that the committee wishes to discuss further.

Mr. Sengstock asked to consider the goals submitted by Ms. Hardie (attached to these minutes). Ms. Hardie had recommended "enabling affordable housing" as a goal. Mr. Sengstock agreed and suggested that it be included under Goal 4 as Item c.

There was a discussion of the flow of money in and out of the Town. Mr. Sengstock explained the "cycle of money" is to have money coming in and going out in balance. He explained that money that keeps recycling within a community loses its value. Ms. Currier disagreed and explained that money that comes into Town and stays in Town increases in value. If a ten dollar bill comes to Town and stays in a pocket, then leaves Town, the value is only ten dollars. However, if that ten dollar bill is involved in ten transactions, then the value to the Town is \$100. She called it the "velocity of money."

Mr. Freund objected to the word "enable" and other members suggested "consider," "encourage," and "commit." Mr. Sengstock suggested "Commit to affordable housing." Ms. Moore suggested "Commit to seeking affordable housing"

solutions.” There was general discussion about how the Town could create or provide affordable housing. Mr. Freund suggested Make affordable housing a priority. The committee agreed.

Mr. Sengstock also appreciated Ms. Hardie’s recommendation “Marketing the town as a jewel can lead to overload. Word of mouth would perhaps allow for a balance of community with satisfied residents and acceptable businesses.” Ms. Moore pointed out that this was discussed at the last meeting under Goal 6, Item f.

Ms. Currier described an Italian city that limits tourists by selling tickets. It shows that the Town is not the only place dealing with this problem.

Ms. Hardie asked what “exclusivity” means in Goal 6, Item f. Ms. Moore explained that the committee had discussed extensive promotion, and that word of mouth means it is more exclusive.

Ms. Barlow mentioned advertising by the Chamber of Commerce and the lack of Chamber participation on the General Plan. Ms. Hardie and Mr. Sengstock pointed out that better communication between the Town, Chamber of Commerce and Historical Society is included in Goal 2, Item c.

Ms. Hardie asked as an aside if social media is included in this document.

Mr. Sengstock recommended starting at the beginning of the goals document and working on the yellow highlighted items. He read Goal 1, Item b.

Mr. Freund said that the wording of the Item suggested that Jerome’s limitations are its charm and attractiveness. He proposed “Acknowledge that Jerome’s limitations are intrinsic (or integral) to its charm and attractiveness.”

Ms. Moore and Ms. Barlow preferred Mr. Sengstock’s proposed Item. Ms. Hardie objected to the word “limitations.”

Ms. Moore pointed out that topography, historic character and water resources are not going to change. Ms. Hardie thought that infrastructure was also important to include as a limitation or challenge; however, it isn’t a permanent thing and could change.

There was discussion about what “creative solutions” might be.

Mr. Freund reminded the committee that this Item is included under the Goal “Defending Jerome’s integrity as a National Historic Landmark” in the Economic Development Element. What are the limitations of landmark status? How is being a historic landmark vital to the Town’s economic interests?

Ms. Currier pointed out that the Town is unable to expand, which is both a limitation and a protection.

Ms. Barlow and Ms. Hardie don’t like the word “limitations.” Ms. Barlow suggested “facts” and Ms. Currier suggested “situations.”

Ms. Moore pointed out that at one point, “limitations” was changed to “challenging” or “challenges.” An example of a solution is when infill creates too much traffic on a one-lane road, to change it to a one-way street. The traffic is the challenge but the one-way street is the solution.

Ms. Guth pointed out that there is only one way in and out of town, which is a challenge. Also, the existing streets in Jerome can only be improved or maintained so much. That part of the infrastructure that is somewhat inflexible.

Ms. Mound, Ms. Hardie, Mr. Sengstock, Ms. Barlow and Ms. Currier all attempted to refine the item further without consensus. Mr. Freund suggested tabling the item for the next meeting, keeping in mind what the goal is. The committee continued to discuss the item.

Ms. Guth preferred using "limited" rather than "challenge," because it could suggest a different philosophy for dealing with problems. You can try to meet a challenge by any means possible, but you can't change something that is limited.

Ms. Hardie suggested that there are elements of Jerome such as topography, etc. which we need to maintain and wish to do so with creative solutions.

Mr. Freund suggested "circumstances" instead of limitations.

Mr. Sengstock proposed "Due to Historic Landmark Status, it requires that the community continue to always look for creative solutions to any challenges that might arise." Ms. Currier pointed out that even if the Town didn't have historic status, it would need creative solutions.

Ms. Guth prefers "limited" or "limiting" as more descriptive. Ms. Currier suggested "unique circumstances."

Ms. Moore suggested tabling the item again and moving on. The committee agreed.

Mr. Sengstock suggested deleting page 2, Goal 3, Item c. The committee agrees that it should say home occupations, not cottage industry. Mr. Freund proposed in its place Recognize the importance of home occupations to the prosperity of Jerome's residents. The committee agreed.

The next item for consideration was Goal 3, Item d. Mr. Sengstock read his proposed text.

Ms. Currier felt that it encouraged tourists. Mr. Freund felt that a local farmer's market would benefit residents, but artists' fairs may appeal more to tourists.

Ms. Moore explained that her idea was simply about growing our own food to consume within the community. There was a discussion about former local businesses that provided services to residents.

Mr. Freund proposed leaving Item d as is. The committee agreed to keep it, changing "food" to "produce."

Ms. Moore suggested deleting the word "alone" from the end of Goal 3. The committee agreed.

The next goal to discuss was Goal 6: "Support Jerome's continuing prosperity as a popular tourist destination." Ms. Currier asked, what prosperity comes at what expense? There is a point of diminishing returns.

Mr. Sengstock read his proposed text: "Protect and maintain the visual history of Jerome which is the reason for Jerome's prosperity (or popularity) as a tourist destination." Ms. Moore felt that this was redundant in some respects to Goal 1.

Ms. Hardie recommended identifying local assets and carrying out a strategic plan based on those assets.

Ms. Barlow asked if the plan will have recommendations. The 1981 plan had lists of activities that attract visitors. She understood the plan would have goals, objectives and recommendations.

Mr. Sengstock said that the items under Goal 6 are about maintaining the quality of life in Jerome, and what makes it popular in the first place. Mr. Freund said that is part of Goal 4.

Ms. Barlow thinks tourists are a fact and likes Goal 6 as it is. Ms. Mound felt that tourism benefits the Town. Mr. Freund said that the Town wants visitors and we want to offer a good experience to them. Ms. Currier disagreed that tourists are just a positive in Town.

In Goal 6, Item d, Ms. Moore suggested changing "distract" to "detract." The committee agreed.

Ms. Moore read the Items under Goal 6. They are all good and not necessarily saying what Goal 6 says. They are about protecting the qualities both the residents and tourists appreciate.

Mr. Freund suggested that those items could belong under Goal 4, as being about balance between residents and commercial interests. Mr. Sengstock proposed deleting Goal 6 and moving those items to Goal 4. The committee agreed.

Ms. Moore read Item a under Goal 4: Control growth so that Jerome remains within the constraints posed by size, topography, limited water supply, and challenged infrastructure. The committee considered changing it to "challenging infrastructure," "fragile infrastructure," "aging infrastructure" and "heavily impacted infrastructure."

Ms. Currier disliked "challenged infrastructure." The infrastructure is challenging to us, but the infrastructure itself just exists. How is the infrastructure going to rise to the challenge?

A majority of the committee seemed to agree on "fragile infrastructure": Control growth so that Jerome remains within the constraints posed by size, topography, limited water supply, and fragile infrastructure.

Mr. Sengstock read Goal 6 Item f. Ms. Currier suggested adding "by reservation only." Mr. Freund suggested adding "restaurant" to distinguish it from the current shop and deleting "special restaurants" and "one remembers." The item reads: Acknowledge that Jerome can only accommodate a limited number of visitors and that exclusivity has potential virtues. For example, Jerome's famous House of Joy restaurant was very successful while having limited seating and reservations only.

Ms. Moore suggested a change to Goal 2 item e: Encourage tour companies operating within the Town of Jerome to present accurate information to their customers.

Ms. Barlow wondered where recommendations would fit into the document. Ms. Moore said that the committee had

discussed staying away from specific recommendations because the Town has no control over future businesses. Mr. Freund and Ms. Carrier invited Ms. Barlow to bring her recommendations in for discussion.

ITEM 5: Continue discussions regarding the Economic Development Element

Considered above.

ITEM 6: Future Agenda Items

The historic preservation section will be discussed next.

ITEM 7: ADJOURNMENT

Ms. Mound made a motion to adjourn the meeting. Ms. Barlow seconded. The motion carried unanimously and the meeting adjourned at 8:02 p.m.

Approval on next page.

**Minutes
General Plan Steering Committee
Wednesday, February 24, 2016 6:00 p.m.**

Respectfully submitted by Jennifer Julian on March 9, 2016.

Approved: _____

Chair

Date: _____

3/9/2016

Attest: _____

Vice Chair

Date: _____

3/9-16

[Handwritten signature of Jennifer Julian]
[Handwritten signature of J Moore]