

Harvard Agricultural Advisory Commission (HAAC) Town of Harvard, MA

Minutes of Meeting 17 June 2020 Approved October 28, 2020

Green called the meeting to order via Zoom at 6:03pm

Members in attendance by roll call: Chair - Kerri Green - here, Matt Varrell - here, Nicole Schmidt - here, Christiane Turnheim - here, Rob Duzan - here, Rob Traver - here, Matt Varrell - here

Guest Speakers: *Kim Lundgren & Associates:* Kim Lundgren, Mike Steinhoff, Annie Suttle, Kortni Worten, Karen Kao, Dylan Sussmen from Dodsens & Flinker - KLA's contracted planning consultant partner

Climate Resilience Working Group Update

- Climate Action Plan Grant is going to be focussed on agriculture
 - WPI student working group
 - 1st stakeholder meeting July 1, 2020 need to get farmers engaged and participating
 - branding, logo & marketing plan

Review of Agenda for July 1, 2020 Stakeholder Meeting #1

- Introduction, Peter and Dillon (20 minutes)
 - Project Overview, future stakeholder meetings, our charge questions
 - Recap past projects and recommendations
 - Areas covered, limitations of suggested actions
 - Additional challenges identified (balancing conflicting uses)
- Initial Greenhouse Gas Assessment, Mike (10 minutes)
 - Comparing community generated GHGs and sequestration from land
 - Using climate and carbon to inform community decisions
- Breakout Groups (by Farm Size: < 5 acres, 5-10 acres, 10-30 acres, 30+ acres) (45 minutes)
 - What is the vision you have for your farm and farming within Harvard?
 - What conflicts do you face in achieving that vision?
- Regroup and Report out (10 minutes)
- Conclusion and next steps (5 minutes)

Commission members need to help formulate a list for KLA by Friday, June 19, 2020. Mike will provide a Google Doc to act as a catch all for contact info. Green advised KLA that being aware some members of the Harvard community might not be receptive to digital invites, and that allowing options for other contact methods that would allow us to cast a wide net to all stakeholders.

Dylan Sussman asked what kind of language is necessary to get stakeholders engaged. It was advised that the language should differentiate that this Agricultural Climate Action Plan is different than the MVP.

Kim Lundgren Reviewed the Branding Process

- **Focus on what a “brand” is:**
 - What do we want to achieve?
 - Who are we?
 - What do we need to support?
 - What represents our community?
- **Step by Step Roadmap of the “branding process”**
 - branding questionnaire due by Friday, June 19, 2020
 - branding subcommittee meeting #1
 - branding subcommittee meeting #2
 - full brand review
 - logo creation through a online logo tournament
 - finalization of the brand & identity
- **Review of the Branding Questionnaire**
 - Individual responses were provided in a group setting. Kortni Worten & Annie Suttle annotated responses (attached)
 - Chris Ryan also mentioned that the town is working with MRPC on a two part project. Buildout analysis and financial feasibility. This includes fiscal value added by Ag Community by Prof. John Mullen. This might show to the town how important the ag community is. Green asked when that would be completed. Ryan responded they have until the end of the year and that he would reach out when things have progressed to the point where Ag. Comm. should be involved.

Branding Subcommittee Ag. Comm. representatives - Green & Varrell. Lundgren will follow up via email with Green & Varrell to set up branding meeting #1.

Review & Approve Minutes

- Schmidt motioned to approve the minutes of February 28, 2020 - Varrell seconded. All in favor.
- Schmidt motioned to approve the minutes of April 29, 2020 - Varrell seconded. All in favor.

Chair Update

- The Select Board will be reviewing/approving member reappointments. Schmidt announced that she will not be continuing another term due to the demands of the upcoming school year. She hopes to rejoin the Commission again in the future.

Member Updates

- **4H Program**
 - Duzan introduced the Commission to Holly & Penny - two new Bovine residents on the the Haskell Land in Still River. Duzan shared that the 4H program that he has started is now accepting members. He is still awaiting guidance from the 4H Association in regards to allowance of meetings and Covid.
- **Open Space Committee**
 - Duzan updated that he has not been able to attend the Open Space Committee meetings due to the meeting times. Green will reach out to Peter Dorwood OSC chair to ask if Ag. Comm. attendance is of great importance, and if so could meeting times be reconsidered.

Varrell motioned to adjourn the meeting. Traver Seconded. All in favor - adjourn 7:49pm

Minutes Submitted: Kerri Green