

MEMO

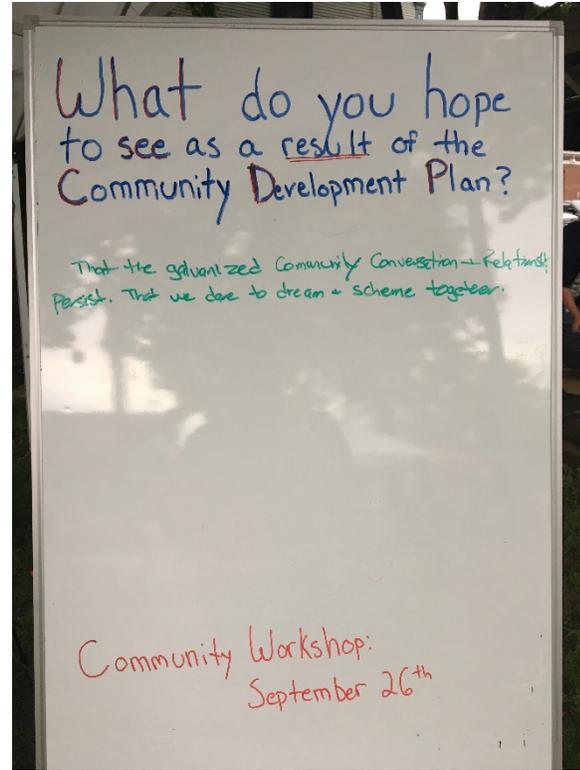
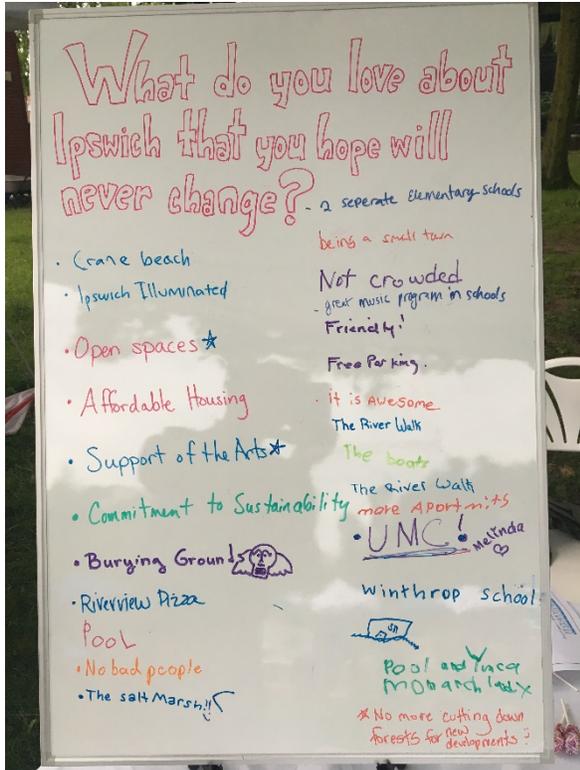
To: Ethan Parsons, Director of Planning and Development
From: Jennifer M. Goldson, AICP, JM Goldson LLC (JM Goldson)
CC: Ipswich Community Development Plan Steering Committee (CDPSC)
Date: June 26, 2019
Re: Community Engagement Tabling Event: Ipswich Pop-Up Farmers' Market

The purpose of this memo is to provide a summary of the Ipswich Pop-Up Farmers' Market community outreach event for Phase I of the Ipswich Community Development Plan (CDP) update. On Friday June 21st, 2019, planning consultant, JM Goldson LLC, and the Ipswich Department of Planning and Development's project intern staffed a table at the Ipswich Pop-Up Farmers' Market to solicit feedback from the community, encourage residents to complete the online community survey, and spread awareness of the project website. Over three hours, approximately 40 people visited the table to learn about the CDP and project website, with approximately 25 participants submitting written feedback at the event.

RESULTS

What do you love about Ipswich that you hope with never change? (individual written responses). *The question above was displayed at the top of a blank white board (shown on the next page). Participants were asked to contribute a short response—sharing what characteristics of Ipswich they hoped the CDP would preserve. Approximately twenty-five people submitted written responses, including several youth. Bolded items denote duplicates.*

- Crane Beach
- "Ipswich Illuminated" event
- Open space
- Affordable housing
- Support of the arts
- Commitment to sustainability
- Burying Ground
- Riverview Pizza
- The salt marshes
- Two separate elementary schools
- Being a small town
- Not crowded
- Great music programs in schools
- Friendly!
- Free parking
- **The River Walk**
- United Methodist Church
- Winthrop School
- YMCA
- The boats
- No bad people
- It is awesome
- **Pool**



What do you hope to see as a result of the Master Plan?

The question (shown above right) was also displayed on a blank white board. Only one resident wrote a direct response to this question; however, some of the answers to the previous question are more appropriate answers to this question, so they are included here instead.

- "That the galvanized community conversation and relationships persist. That we dare to dream and scheme together."
- More apartments
- Prioritize preservation of forests and open space over new developments.

CONCLUSIONS

This memo is intended to serve as a record of the event and to help inform the visioning and needs assessment that will result from Phase I of the Community Development Plan project. This memo may be shared with members of the project team, key stakeholders, or interested individuals—and may be published online for public record.