



**Longmeadow Long-Range 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.



**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	Longmeadow Long-Range Plan Overview	p.10
Sheet E	Discussion Worksheets for Q. 1-5	p.11-15

**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 Longmeadow Long-Range 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.

## Information for Meeting Host LONGMEADOW LONG-RANGE PLAN



### 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 Longmeadow Long-Range 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:

**Hand out Sheet C.**

- To increase participation in providing suggestions and include as many voices as possible in the Longmeadow Long-Range Plan process.

#### What is the Longmeadow Long-Range Plan?

Briefly review the Longmeadow Long-Range Plan overview (Sheet D, p.10).

**Hand out Sheet D.**

#### Meeting Input

Explain how meeting input will be used. Suggested text: “The Long-Range Plan Steering Committee and consultants will use public input to develop goals and policies for the Longmeadow Long-Range Plan. These goals and strategies should address Longmeadow’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. After everyone has had a chance to speak, briefly review all thoughts the group generated. Then, ask the

## Information for Meeting Host LONGMEADOW LONG-RANGE PLAN



participants to write on their worksheet the top three ideas the Long-Range Plan should acknowledge or address. They can pick thoughts they initially offered or those that other people offered.

### Question 1:

What are your FAVORITE things about Longmeadow?

- What do you like most about living/working in Longmeadow?
  - 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/their 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 steps 1-5 under Question 1 above for all of the remaining questions.

### Question 2:

What are your LEAST favorite things about Longmeadow?

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



## Information for Meeting Host LONGMEADOW LONG-RANGE PLAN

### Question 3:

What is MISSING in Longmeadow? Brainstorm! What have you seen in other communities that you think would be good for Longmeadow to have/do? Is there anything that used to be in Longmeadow that is no longer?

### Question 4:

What would you predict will be some of the important ISSUES to consider when planning for Longmeadow'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 Longmeadow, 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:
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## Information for Meeting Host LONGMEADOW LONG-RANGE PLAN



### 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.

### Returning Materials

Please mail, scan and e-mail, or hand deliver all participant response materials and meeting summary notes within seven days to **Corrin Meise-Munns**, Assistant Town Manager / Director of Planning & Community Development at: [cmeisemunns@longmeadow.org](mailto:cmeisemunns@longmeadow.org)

**THANK YOU!**

CODE:
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**SHEET A. Facilitator and Notetaker  
Sign-in Sheet**

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

**LONGMEADOW LONG-RANGE PLAN KITCHEN CONVERSATIONS MEETING PACKET**

<b>CODE:</b>
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**SHEET B. Participants Sign-in Sheet**

Meeting Date: \_\_\_\_\_

Number of Participants: \_\_\_\_\_

Host: \_\_\_\_\_

Total # of Attendees: \_\_\_\_

Name	E-mail and/or Phone	Would you like to receive e-mail updates about the Longmeadow Long-Range 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

## Participant Meeting Agenda & Information

### Part One: Welcome and Introductions

- Who's in the room?
- What is the Longmeadow Long-Range Plan?
- Meeting overview
- Meeting purpose
  - To encourage small-group conversations about Longmeadow today and Longmeadow'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 Longmeadow have a chance to participate in the Long-Range Plan process

### Part Two: Discussion Prompts

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

#### 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.**

### Part Three: Wrap Up

SHEET D

# Longmeadow Long-Range 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  
PLANNING FOR THE  
NEXT DECADE**

## What is a Long-Range Plan?

### STATE REQUIRED LRP TOPICS

- *Goals*
- *Land use*
- *Housing*
- *Economic Development,*
- *Natural and Cultural Resources*
- *Open Space and Recreation*
- *Services and Facilities*
- *Circulation and Transportation*
- *Implementation*

### WHAT CAN YOU FIND WITHIN THE ELEMENTS?

- *Community vision statement*
- *Data analysis*
- *Inventory/existing conditions*
- *Climate resilience and social equity frameworks*
- *Trends, estimates, and future projections*
- *Goals, policies, and actions*
- *Maps, photos, and graphics*

### HOW CAN A LRP HELP LONGMEADOW?

- *Set goals and priorities*
- *Protect environmental resources*
- *Strengthen local identity*
- *Create a framework for future policy decisions*
- *Integrate resilience to climate change and ensure equitable levels of service to all residents*
- *Provide guidance to landowners, developers, and local permitting authorities*
- *Manage change and growth with feedback from the community*



# LONGMEADOW LONG-RANGE PLAN SHEET E

## Individual Priorities

CODE:

### Question 1:

What are your **FAVORITE** things about Longmeadow?

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.

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2.

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3.

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# LONGMEADOW LONG-RANGE PLAN SHEET E

## Individual Priorities

**CODE:**

### Question 2:

**What are your LEAST favorite things about Longmeadow?**

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.

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2.

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3.

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# LONGMEADOW LONG-RANGE PLAN SHEET E

## Individual Priorities

**CODE:**

### Question 3:

**What is MISSING in Longmeadow?**

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.

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2.

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3.

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# LONGMEADOW LONG-RANGE PLAN SHEET E

## Individual Priorities

CODE:

### Question 4:

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

Complete AFTER the discussion about Question 4.

Of all the ideas group members mentioned during the brainstorming process about Question 4, what three seem most important to you?

1.

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2.

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3.

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# LONGMEADOW LONG-RANGE PLAN SHEET E

## Individual Priorities

CODE:

### Question 5:

If you could do **ONE THING TO IMPROVE** Longmeadow, 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.

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2.

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3.

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