

Consensus-Building Seminar

1. **Salisbury Beach Background**--Honky-tonk; decline; Casino fight—beach owners vs. rest of Town; private rezoning proposal defeated; Community Development Plan and formation of Zoning Review committee; Zoning Review Committee rezoning proposal galvanizes owners as opponents; Ambush at Town Meeting; Negotiation; Compromise; Success at next Town Meeting.
2. **Communication and Openness**—The more the better; the whole Town should know what zoning proposals are being worked on and what the Main Goals are.
 - Post and distribute Long-Term Meeting Schedule (see attached).
 - Schedule large public meeting early to establish Main Goals of rezoning.
 - Send letters to residents in zone to describe process and invite participation.
 - Reach out to big stakeholders in zone; visits; invitations; copies.
 - Build E-mail lists throughout the process; include press contacts.
 - Send E-mail notices of all meetings describing specific agenda items.
 - Send notices of all meetings to press in time to get announcements in newspapers.
 - Post Meeting Agendas with time slots for different subjects; follow the Agenda.
 - Shape of the table is important; sit together; invite equal participation.
 - Give copies of the Agenda and other materials to all meeting participants.
 - Prepare Minutes listing attendees and summarizing substance; distribute promptly.
 - Hold another large public meeting when zoning proposal has taken shape.
 - Seek press coverage of substance at same time.
3. **Other Important Elements**
 - Build a good Committee: 3 R's: Representative; Reasonable; Respected.
 - Identify Main Goals early; focus on them throughout.
 - Try not to take away property rights unless absolutely essential to the Main Goals.
 - Offer incentives, subject to conditions.
 - Use Consultants as advisers, not as primary presenters; Committee must lead.
 - Listen to Opponents, Understand their concerns; Be willing to negotiate without losing sight of Main Goals.
 - Develop high quality materials for public meetings, Planning Board and Town Meetings; focus on Main Goals; explain how the proposal helps achieve them.
 - The result at Town Meeting should be a foregone conclusion, but, if not, be willing to go slow and postpone action, even if you know you can win.
 - If you lose, lose graciously; keep moving forward after a defeat.