

# **Stratford Conservation Commission**

## **2025-03-06 Business Meeting Minutes**

MEMBERS PRESENT: Chris Caron, Jennifer Caron, Chelsea Preterite; Clayton Macdonald, secretary

PUBLIC PRESENT: None

MEETING CALLED TO ORDER: 17:10

1. Discussed various NRI approaches used by other towns and cities. In particular, considered NRI content style and orientation, i.e., driven more by basic data or by cultural and economic concepts. The online NRI versions of Eaton NH, Manchester NH, Pound Ridge NY, and Guilford VT were studied. Mapping was critiqued for lack of, or poor, legends; text for being overly long and likely to be unread; and online presentations for awkward functionality or lack thereof. But each of the studied NRIs were found to have admirable elements and Chelsea noted that the Lancaster NH NRI is also of interest.
2. Generally, the following approaches were highlighted with favor:
  - Lean toward data based content, and minimal feel-good, social PR.
    - Does not preclude value based, community building content when supported by data.
    - Use of photography to be purposeful and not for gloss.
  - Inclusion of policy recommendations connected to data, best practices, and to concepts of resilience and sustainability.
  - User friendly content that is clear, clean, engaging, and briefly to-the-point.
    - Presentation using a more "bullet point" approach and succinct short explanations.
    - Some form of "dos and don'ts" boxes or banners showing very short, memorable conservation advice, perhaps with icons.
    - Diagrams, illustrations, graphs, etc. that make data and concepts more interesting and easier to understand.
  - Best maps and best legend designs affordable.
    - Dynamic maps allowing mix and match visible layers would be ideal.
  - Design for online/digital publication over print publication.
    - Need for large and small screen versions.
3. Reviewed minutes of 25-02-13, accepted as written, Jen/Chris, 3/0
4. Adjourned: 18:43

NEXT MEETING: 2025-04- @ 17:00.

# **Stratford Conservation Commission**

Meeting Agenda 2025-03-06

1. Study NRI design used by other towns
2. Minutes
3. Other Business

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## **Project List**