

Sustainable Frenchtown Meeting Notes
December 13, 2016
Frenchtown Borough Hall

Meeting began 8:15 pm Present Margaret Waldock, Mike Reino, Joel Boriek, Jim Meade, Anne --, Lacy Phelps, Keith Bobrowski, Holly Low, Leigh Marino, Tom Woodruff, Nathan Charron, Rocco Musolino

Celebrated Frenchtown's recertification with delicious chocolate cake from the Lovin Oven!

November minutes approved

Nathan Charron presented on aAnti Idling Campaign, to occur in the first quarter of 2017. The campaign will engage citizen and student volunteers in an educational effort to raise awareness of the air quality impacts of idling vehicles. This will earn us Sustainable Jersey points.His next step is to reach out to the principal of the school to get their participation. It's a month long program, 1 week of monitoring, 1 week of outreach, and 1 week of monitoring success of the educational program, 4th week is Nathan putting the report together. He suggests the winter months because easy.

Tom Woodruff, Margaret Waldock, Holly Low all volunteered to participate in the monitoring We decided on February as the month to shot for — so communication/education would be mid February

Nathan is managing the project, he needs us to lead on the educational portion of the project. We will talk in January about educational component of the campaign (a citizen pledge to reduce idling?) —and he will put a map together—everyone should email him the spots in town where they see most idling happen.

HART can participate with the printing costs,

Leigh Marino updated on Creative Team. The Team met the previous night, they spoke mostly about The Hunterdon Art Tour, scheduled for May 6th weekend. The Hunterdon Art Tour has a call out for artists and volunteers. Please share widely. There will be a Friday evening event at the museum,an open studio tour of the county and corresponding events organized around this such as performances, etc. The Creative Team is supporting them, Leigh is sending out info on our website and Facebook page. Leigh is also working on a clothing drop video to promote the use of this drop off spot in our community.

Margaret provided updates on development of the 2017 Work Plan

Had planning meet and talked about 2017 priorities of focus

Created a workplan in draft form on the Google Drive, everyone has access to it and is asked to complete the 2017 Workplan spreadsheet for the project that they agreed to lead on.

The overall goal of next year is to continue to advance sustainability through volunteer actions that also earn us points for continued Sustainable Jersey certification.

The group that met in the library two weeks prior identified and prioritized projects, putting those for which we have funding for / have passion for at the top of the list.

We aim to use these efforts to foster relationships with sustainably minded residents, businesses, institutions, to share what we learn with our community and invite broad participation in our effort/ We see next year's 150th Anniversary of Frenchtown the perfect frame our Sustainability work for 2017

The 2017 work plan includes the following projects (project lead noted)

Creative Assets plan (Leigh)— January develop the definition of creative asset and engage community in crowd sourcing information, using Facebook comments; March begin to assemble what's coming in; second round in March; so data collection; Assemble and create google map; in fall share and crowd source. we might use funds for web help and creating a map

Lacy / Plastic Bag Reduction campaign

- Need a team
- Campaign name idea "Ban the Bag"
- Tie to NJ Sustainable Actions - "the Green Challenge" - have individuals pledge they're not going to use plastic bags for 30 days / Idea is it takes 30 days to create a new habit
- "Reusable Bag Educational Program" - 5 points
- Innovative Community Project - 10 points - There's a way to make a bag using a t-shirt and a pair of scissors. Community event where people bring their own shirt and scissors and we all make our own bags.
- Timeline - 1st Quarter: assemble team, develop timeline and solidify plan, engage business partners, get them on board. 2nd Quarter: begin educational program. Great idea to utilize ArtYard for a film and/or bag making. Hashtag important. #mybag or team can come up with another. Event kick-off for educational program.
- 3rd Quarter: Focus on businesses / incentives - A recognition program for businesses who pledge to not use plastic bags. Perhaps a sticker on the door.
- 4th Quarter: Spread to community. Pledge / incentive for pledge is a tote bag w/ Sustainable Frenchtown / 150th anniversary

Long term we might consider moving towards a ban or limits on plastic bag use. Or a fee on bag use. D.C. has a plastic bag fee and all profits go to charitable work in DC. Some stores give a discount for using your own bags.

We want to have a way to engage the community in these efforts - a volunteer program where people pledge to three actions - like the plastic bag pledge, compost, creative assets inventory etc. A recognition system to - get recognized as a Sustainability Champion or whatever. A "seal of approval" for businesses.

ArtBike project is a great idea but unless someone can jump in and lead it, it has to be on pause for now. Mike — can we use grant funds for bike racks and also getting bike racks

Leaf collection/composting program (Holly) on a slower timeline but want to cue up for future. Holly is going to focus on

- Information gathering
- Resident input - our “seal of approval idea”? A community meeting? A survey / representative sample of residents?
 - Municipalities who do leaf collection / composting in a different way
 - Council members who worked on this in the past
- Education / Outreach
- Rocco’s idea - do both! Continue leaf collection as is / let residents decide to go green.

Keith - DPW Yard - make it more user friendly and accessible for people to use. Jim and Rocco are willing to work with Keith on that. Concern with allowing artists to reclaim electronic waste. At the Health Dept he sees problem of people being exposed to lead and cadmium and different chemicals in that electronic waste; heating, welding and soldering and it leads to problems. Joe who lives near Kathee’s General Store is a local artist who has expressed interest in supporting reclamation and reuse of materials.

Community Visioning (Margaret) We will convene the community around a central question related to the next 150 years for Frenchtown. What might it look like to ensure a sustainable future for our community and can we jump start some local action to make this vision a reality. Gather team in January, hoping to pull together a steering committee from here, faith community, government, etc. Timeline is to have convening at very late spring / early summer.

The Intern - Keith has a draft of a job description but many questions need answering -- such as the employment status of this position. We set money aside in our budget to hire an intern for the year to help support some of this stuff. Outreach, education, supporting us as we work on these initiatives. Goal is to get somebody in first quarter of next year. Margaret will speak with Brad about how to structure this so we can start recruitment in January/February.

Joel asked if kids at school make art to fill the kiosk on Route 12 for Frenchtown Preserve. Trash bins for downtown - should have recycle symbols clearly marked. The ones at park are getting filled with people’s personal trash. Holly recommended contacting Michele Liebttag and John Hindman.

Mike - even if Artbike doesn’t go as planned, he wants to help with installing new bike racks in Frenchtown. Margaret - if we did a creative way of doing a bike rack inventory, map it, show the gaps, and then install bike racks, SJ would most likely fund it. Don’t forget bike rack at trailhead of Horseshoe Bend Road. Mike will look at points for SJ and see if we can make it fit within their framework, then we will ask if we can program some of our current grant to support this.