

Friends of the Columbia Greenway Rail Trail

February 19, 2013 Minutes

Call to Order - Chair / LaValley

Roll Call - Clerk / Thomson, Hart

LaValley, J. Giffune, Thomson, Hart, Bull, Kotowitz, Podolski, Guagliardo, Stegr, Pac, Curley, H. Giffune, Tassinari, Camilleri

Open Meeting Announcement - Chair / LaValley

Approval of Minutes - Chair / LaValley

- Minutes from January 15, 2013 – motion passed to approve minutes with no changes noted.

Public Participation

- No Public Participation

Old Business

Purchase of Board Shirts – LaValley

- Sheet passed around for board members to sign up for shirts. Individual board members will pay for shirts.

FAQs – Camilleri

- Joe asked a question to the board as to who should be contacted for safety issues. Answer is to rout to the Engineering Department while the Greenway is under construction.
- Joe asked a question to the board as to when the trail closes at night. Answer the board has provided a “use” document to the city which has not been reviewed and passed yet.
- Joe has completed all of the other FAQ's. He will pass on to J. Tassinari and J. LaValley for final review.

Approval of Proposed Events 2013 – Board

- Board reviewed the document Jeff had provided. J. Giffune is putting the final touches on his event and asked for volunteers. He will finalize a meeting date.

Logo Usage Guidelines – LaValley

- Jeff presented business cards for the board
- Jeff reviewed the personal use of the logo.

New Business

E-Newsletter/Constant Contact – LaValley

- Open discussion in regard to setting up a newsletter and switching to Constant Contact. Here is some of the discussion: Question raised as to if the group can handle publishing a monthly newsletter. Who would do it and be responsible for maintaining it. Some organizations like ours use Constant Contact, which is something we should consider because we are at the threshold for our Gmail Account. Questions were raised as to the cost and benefit. Something to consider would be to obtain a sponsor. Jeff will research further and get back to the board.

Ad - High School program booklet/Chicago – LaValley

- Discussion had in regard to if the Board should put an add in the High School Program booklet for the upcoming HS musical. Costs are as follows Card - \$25, ¼ page - \$50, ½ page - \$75, full page - \$100. Motion made, seconded, passed to purchase a full page add. Jeff will provide a draft for finalization at the March meeting. The design of the add is due 4/1/2013.

Presentation to Westfield Cultural Council – LaValley

- The WCC has asked for a formal presentation on the Greenway and it's status to be presented at one of its next scheduled meetings. J. Giffune will review our presentation and present at their meeting.

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WRWA Presentation – LaValley

- The WRWA event is on 3/23. We will have a table. The WRWA has requested that we provide a presentation in regard to the Greenway. J. Giffune and MJ Bull will work on the table and presentation. This is the same day as the Mayor's Easter Egg Hunt.

Review/Action for Proposals / YMCA – LaValley

- The Director of the Westfield YMCA approached J. LaValley in regard to working together on a 3rd party fundraising event. J. LaValley provided some examples of what this would entail. The FOCGRT would receive a percentage of the proceeds raised. This will be discussed and voted on at the March Meeting.

Trail Planning for Spring - LaValley

- Question raised as to who was preparing Way-finder maps. The City Engineering Dept is working with MJ Bull to signage but no one is working on maps at this time. MJ Bull will take the lead on this for the Friends.
- Marketing/Safety/Education Campaign G. Hart will pursue this with the YMCA and Boys and Girls Club who approached the Friends about partnering on this issue.

Reports of Directors

Chair – LaValley

- Off Street Parking meeting coming up.
- First Monday Mayor's coffee hour
- 3/15 is the Chamber of Commerce St Patty's breakfast.

Vice Chair – Giffune

- Reminded everyone that we need volunteers for upcoming trail counters in May.
- See above for April event, need volunteers and Joe will set up the initial meeting to discuss the event.

Treasurer – Fournier

- Not attendance

Director of Advancement – Guagliardo

- Will be setting up a table in the Greenway parking area to sell shirts and memberships.
- Will be mailing out information about the Greenway to the Chamber membership

Director of Programs & Events – Kotowitz

- Golf outing – Expects all Board Members to volunteer. Expects all Board Members to sign up one foursome and bring in two donations.

Director of Education & Research – Podolski

- Discussed the MA bike ability program for doing an assessment in Westfield. Cost to do the assessment would be \$350-\$500 which includes travel costs for the assessor from Boston and back. Don would facilitate a group to determine what streets should be assessed. A motion was made to appropriate \$500 to have this done. The motion passed.

Director of Planning, Development & Maintenance – Bull

- MJ discussed the MOU in regard to Cooperative Maintenance of the Trail with the City of Westfield. Board members should review and get back with MJ.
- A WSU student of MJ's presented her work in regard to developing signage relative to the history of Westfield and the Greenway to be placed through out the Greenway. Her work is attached. MJ will reconvene the history group and review the work that has been completed.
- P. Miller will coordinate a meeting with the city to discuss the MOU and a drafted Greenway Use Document.

Reports of Committees

Finance – Fournier

- No Report

Communications/Web Site - Tassinari/Podolski

- Over 8,000 visitors to the site.
- Pay pal is just about up and running.
- J. Tassinari suggested that the board needs to consider expanding the web site to a service in the future as it continues to grow.

Golf Tournament – LaValley

- The Blandford Ski Club donated two lift tickets for the Golf Outing Raffle.

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Reports of City Departments

Mayor – Knapik

- Not in attendance

City Engineer – Cressotti

- Not in attendance

PJ and Heather spoke on behalf of the Mayor and City Engineer.

- The bid has been advertised for construction of the second phase of the Greenway.
- Bids are due March 8, 2013.

Community Liaison(s) Update(s)

Southwick – Call

- Dan introduced two members (Brook and Christy) of the Southwick Friends Group who were in attendance to observe our meeting.
- The Southwick Friends have received their 501C3 status
- The Southwick Friends have their own web site. Suggestion made to have John provide a link to their site on ours.
- The Southwick Friends are connected to the town via the Parks and Recreation Commission.

Southampton – Buehler

- No in Attendance

Easthampton – TBD

- Not in Attendance

Northampton – Horton

- Not in Attendance

Next Meeting

- March , Shaker Farms Country Club, 866 Shaker Road, Westfield, MA

Adjournment