

Minutes

Friends of the Milford Upper Charles Trail

Minutes for the Open Monthly Meeting – August 5, 2014

President Pat Rosenthal called the meeting to order at 7:05 pm

In Attendance:

Members 12

Non-members

Approval of Minutes:

Motion: Motion to approve meeting minutes, seconded, passed unanimously.

Updates presented by Pat Rosenthal, President: Pat received a note & info packet from Arlen Johnson about the planned Oct 12th event/walk along the trail which was shared with those in attendance. The website for the event is: www.HitTheTrailForCharity.org. It was agreed that no action is needed by the Friends relative to this event at this time.

Reno: Progress continues on the missing link construction. In planning for the ribbon cutting of the Phase 3 section, the contractor says it will be done by October 1st but while it may be substantially completed by then, it may be best to look at several dates in October and vote on the best one. The safest date may be October 25. A final date should be decided by the end of August as further construction updates are available and to allow at least 6 weeks lead time for advance notices, invitations, press releases, etc.

Bill Cavanaugh and Mike Morrison have been able to take a look and take pictures of the progress and reported about a 400 ft portion that is paved by Hannaford's/Friendly's area.

One of our sponsors, Pizza Palace on Beach St conducted their annual Patriot's Day fundraiser and they decided to donate all proceeds to the Friends of the Milford Upper Charles trail this year. A check in the amount of \$500 was received. Pat will put together a formal thank you and acknowledgement, perhaps with a website article.

Ronnie Fisher submitted a suggestion about biking along the trail. His email stated: "When riding a bicycle on a bright sunny day with stark sun and shadows, the black cross bars are sometimes difficult to see, especially when they are in shade. It might be safer to paint those cross bars yellow for better visibility. On sunny days, riders are also often wearing sunglasses which probably emphasize the shadows." A motion for this expenditure is under new business.

At the Sept 2nd meeting, elections for the three director positions for the Friend's Board of Directors will be held along with the currently vacant Vice President position. The director positions are 2 year positions, the VP position has 1 year remaining prior to next year's officer elections. Roles and responsibilities are posted on the website for any interested parties. Nominations are being accepted & can be made by contacting the Friends via email or phone at 508 381 8660. Pat has nominated Mike Morrison for the position of VP. Nancy seconded the nomination. Mike accepted the nomination.

That Milford Show, hosted by Al Correira has invited the Friends to be interviewed about the trail in late August or during Sept. Pat will follow up on this invitation.

There has been another memorial bench request made via the website by a Susan Taylor. Pending the discussions for a memorial bench program moratorium, Pat will contact Susan.

Update presented by Tom Myatt, Treasurer: Margaret presented the Treasurer report. The closing balance in July was \$19,369.62. There is \$8,485.20 of open spending authorizations, which leaves \$10,884.42 of uncommitted available funds.

Tom has also been handling the memorial benches. The Donegan bench is ready for installation near Wild Cat pond & will replace the metal bench that is currently there. The Cassinelli bench has been ordered & should be ready by late August for installation at Fino Field location. The Gala bench location near Fino Field has been approved & the next steps in the process are underway. The installer has a bit of a backlog & has estimated mid to late August as the tentative installation timeframe. Other installers have also quoted the same timeframe. Tom has recommended a moratorium for the extremely successful memorial bench program. A motion was made for this and is referenced in the new business section below.

Update presented by Katie Siciak, Secretary: The email subscription list is now at 260 which is up from the previous month and the Friends' membership count remains at approximately 70.

Waters Corporation has invited the Friends to participate in their annual health fair. The health fair takes place on Tuesday, November 11 from 11:00 am to 2:00 pm at the 34 Maple Street, Milford, MA facility. Each vendor can set up with a table and they can bring any materials they would like. They think it would be a great opportunity to let people know about the trail. The Friends have participated in the past and the general consensus is that we should participate once again. Pat will contact Waters Corp.

M&E Committee:

Social Media & Website: Richard Speroni is doing a great job on the website. We have received and paid Richard's invoice for his most recent work during April thru June for website article postings, archiving and scrolling event notices especially around trail closures and event changes.

We received an email with the monthly stats report for milfordtrail.org for the month of July. The summary of the visits is below:

Monthly Stats Report: 1 Jul - 31 Jul 2014

Project: Milfordtrail.org

URL: <http://milfordtrail.org>

Summary

	Page Loads	Unique Visits	First Time Visits	Returning Visits
Total	1,580	1,246	1,150	96
Average	51	40	37	3

Mike Morrison indicated that Episode 4 of Trail Talk is now online and Episodes 5 and 6 have been filmed. Episode 6 is about trail safety education and coordinates with the safety article added to the website in July.

Old Business:

New Business:

Pat proposed the idea of a **meet and greet for Sponsors and Adopters** of the trail so that the various organizations can connect with Friends members and each other. The hope is it would help raise awareness of the trail increase engagement of local businesses, organizations and the public for the future longevity of the trail and the Friends organization. It was suggested that January or February would be a good time for this event rather than on Oct 25.

Phase 3 Ribbon Cutting: With the pending completion of the Phase 3 section, the group voted to target Sat, Oct 25th as the date for the ribbon cutting event with a tentative start time of 10:00 AM. The start time is subject to change depending on dignitaries availability. Since the fall clean-up was tentatively scheduled for that date, we will now plan on moving that up to a week before on October 18th.

A sub-committee has been formed to coordinate all aspects of the ribbon cutting including dignitary invitations, press releases, tent & podium rentals, cable TV coverage, press coverage, etc. The event will be very similar to the Phase 2 ribbon cutting ceremony held in 2011 with the emphasis on the last phase finally completed!

Adrienne Currin from Planet Aid (Sponsor & Adopter) offered an additional idea. Planet Aid has bicycles that have been donated (about 20 bikes currently). She suggested potentially doing a raffle fundraiser at the ribbon cutting. Nancy suggested contacting Bikes Not Bombs, an organization that provides refurbished 3rd world countries. The Friends have worked with this organization successfully in the past. Adrienne was asked if Planet Aid would be willing to consider the use of their golf cart during the ribbon cutting event & is following up on that. Dick Flooks agreed to connect with the Milford Police Dept for the police detail, etc. Mike Morrison will follow up with Milford TV, Pat will put together a task list & timeline for the event & work with the sub-committee.

An additional fundraiser idea was presented for further follow up – water bottles with the Trail logo that would be available during the event. Adrienne will share a vendor for the water bottles for further exploration. The group voiced doing something other than t-shirts.

Motion: Nancy Wojick made a motion to increase the authorized funds to \$1500 for the ribbon cutting event, seconded, approved unanimously.

Motion: Mike Morrison made a motion to allocate \$200 for reflective safety tape for placement on trail gates and bollards for greater visibility and added safety, seconded, approved unanimously

Motion: Margaret moves to have a moratorium for the memorial granite bench program for the phase I and phase II of the trail after the final three benches are installed (Cassinelli, Donegan & Gala). Phase III may also be added to this moratorium depending on the availability along this section of the trail to be determined after the construction has been completed, seconded, approved unanimously.

Next meeting will be September 2, 2014 at 7pm.

Motion to adjourn at 8:38 pm.