

## February 2<sup>nd</sup>, 2011EAC Meeting Minutes

### Members Present:

Paul Schmidt, Chairman  
Jeff Harbison, Commissioner Liaison  
Deirdre Martinez  
Seth Wilson  
Mara Baird  
Steve Heverin  
Joe Slapinsky  
Chuck Baily

### Associate Members Present:

Leslie Smith  
Richard Metz

### Other:

Christine Cayer, volunteer writer

### Minutes: *(the notes below follow the Agenda)*

- 1) **Arrive, meet, greet, get settled; visitor sign-in**
- 2) **Call to Order – establish meeting minute taker**  
Stephen Heverin to take minutes
- 3) **Review Minutes, Comment & Approve**
  - a. Minutes reviewed and approved without comment unanimously
- 4) **Announce - Open to Visitor Comments; Identify any Visitor Issues**
  - a. No visitor issues identified
- 5) **Review Agenda, add visitor items, approve**
  - a. Agenda approved without additions
- 6) **Notification of meeting cancellation and reschedule**
  - a. Mentioned that the cancellation of the meeting and rescheduling to tonight never went out in eAlerts. Jeff recommended handing off to the website advisory committee to get us on a list so we can send out notices. Jeff indicated he would follow up. He noted that there had been occasional issues with the eAlerts going out.
- 7) **Township issues**
  - a. Two issues, techno trash cans were cleaned out and sent back.
  - b. We have some of the LED traffic lights in the township which had ice and snow buildup issues they do not get hot enough to cause melting.
- 8) **BOC issues update -Jeff Harbison**
  - a. Cresheim trail group was seeking endorsement from the Township Board of Commissioners. The Board has not acted..
  - b. Summarized the billboard and civil rights issues the board was looking at. The lack of zoning allegedly allows people to place them anywhere, and two are proposed in controversial locations.

### **9) Springfield Sun article**

- a. Chris is looking for articles beyond her scope of fostering community.
- b. A possible next idea would be to incorporate the Turf 101 brochure information currently being drafted, or upcoming Pennypackmovie series sponsorship, in an upcoming article.
- c. Add in something for an upcoming article to highlight the shelf the EAC and Sustainable Springfield have at the library.

### **10) Sustainable Springfield update**

- a. There are 2 slides which can be used ahead of the film we sponsored in the Pennypackfilm series. Joe presented the single slide he had which mentioned the EAC and Sustainable Springfield.. Would work to add an additional slide and present that to the group with the idea of having the 2<sup>nd</sup> slide advertise upcoming events.

### **11) Newsletter**

- a. It was suggested to have something mentioned about the maps in the next township newsletter.
- b. Paul would follow up with Joe Barron about also getting some newspaper coverage of the maps.

### **12) FELS consultant**

- a. FELS and PEC both really liked the idea of getting a consultant to help create a planning document for the EAC, and that it could be replicated to other EACs
- b. No one else has done something like this.
- c. FELS is in the process of looking at applicants.
- d. It is a 20 hr/wk commitment. By end of semester they would have something to present to the EAC.
- e. The consultant would attend meetings, survey us and provide updates. Deirdre would manage their work product.

### **13) Maps**

- a. Leslie would like those who are supposed to get the remaining maps to come and pick them up.
- b. It was discussed about asking the educators getting the maps to provide the EAC with information or lesson plans on how they are being used.

### **14) Turf Management 101 Brochure**

- a. Mara is looking for assistance in the graphics for the brochure
- b. Paul will reach out to Larry Weiner with this draft and get input on the graphics

### **15) Social Media**

- a. Discussion around social media (Facebook/Twitter) and what we could do to leverage those outlets. We will likely set aside some time on an agenda in the near future to address this.
- b. Stephen to follow-up with website planning committee to discuss options.

### **16) Watershed Map distribution**

- a. Seth put together a list of all houses which are on the watershed map and how we might go about distributing pamphlets as an Earth day project.
- b. Possibly involve high school students and get press to cover it as well.
- c. Mara suggested having a small planning meeting and present it at the next EAC meeting. Seth and Deirdre to take that action item.

**17) Other ongoing projects:**

- a. Green business directory
- b. Library shelf
- c. Cisco park – riparian demonstration area
- d. Community day
- e. Liaison with planning commission

**18) Future projects ideas:**

- a. Teaching tools for watershed map
- b. Social media efforts
- c. Earth Day / Map distribution
- d. Springfield township bags
- e. Workshops and beyond – Maybe a “speed dating” type of workshop on multiple topics.

**19) Motion to adjourn**

- a. Motion seconded and approve unanimously

**Action items Summarized:**

- Stephen and Joe to bounce around more ideas for workshops.
- Jeff to follow up on getting EAC represented in the township eAlerts.
- Paul would follow up with Joe Barron about also getting some newspaper coverage of the maps.
- Paul contact Larry Weiner about graphics for Turf 101.
- Stephen to contact Joe Barron again about the “Resident Sustainability” article series.
- Stephen attend a web site planning meeting to discuss the EAC’s ideas for leveraging social media.
- Seth/Deirdre – put together ideas on map distribution for Earth day project and present back to the EAC.