



Steering Committee Meeting Minutes March 3, 2016

In Attendance: Taryn Bassett, Carl Wallman, Nick Bassett, Steve Roy, Rick van de Poll, Jeff Lalish, Jeff & Dave from Short Creek Farm, Linda Smith, Sam Taylor, Greg Bane and Traci Bisson

Submitted by Taryn Bassett & Traci Bisson

Meeting started at 6:30pm

SC meeting hosted at Short Creek Farm

Sam was unanimously voted in as a NALMC SC member.

First item brought up was the racing series

Steve Roy explained history how he and Mindy ran it last year. Mindy is part of a group called Acidotic. This group did the marketing, registering, timing, and post-times, and basically managed the Harmony Hill Racing Series.

Last year the Racing Series gave about \$1200 to NALMC and \$1200 to the Friends of Northwood.

After this past summer, Acidotic thought they would be "getting out" of the racing series. But, they changed their minds and decided to go full-time into racing.

Steve said they are really looking to increase numbers in their racers this summer. His goal is 100 people per race. They have 6-8 races. The average last year was about 80-90, with less people running towards the end of the summer (most likely family commitments.)

They are looking to add a 7 mile race this year, up Saddleback and back. Nate Bassett is involved in the planning of this along with Steve and Mindy. They are looking to incorporate with the Bean Hole Bash. Which is set for July 30th this year.

Discussed bringing 68 hours of Hunger into the race? Have a theme? Put posters on the trails showing other local organizations that use the land.

Discussed potentially having a table at the race to sell things from the farms?

Greg brought up that the start of the race is now at the Northwood Congregational Church, which does add another stretch of Rt4 to shut down for the racers.

CPN Report

Discussed how people need to experience it, rather than read it. Carl brought up that Traci has a business plan. It was talked about how the report needs to be "conveyed through pictures and maps, not through reading."

Discussed where the CPN Report would be housed on the website. Talked about the Wildlife Action Plan (WAP) and how their plan is different from ours – data generated vs. field research.

Discussed how WAP was presented to the public and offering sessions throughout our target geography to present in a similar fashion. Invited Rick van de Poll to make a presentation at the 10-year event as well in September.

Rick discussed the intricacies of the CPN Report and answered questions from group.

Rick is speaking at Saving Special Places conference on 4/9 and will use CPN Report as a case study.

Our challenge is to make the CPN Report relevant to the public – needs to be seen as a tool/resource.

Talked with Rick about a usable format for the CPN Report for the website. Discussed making into an interactive PDF.

Linda will look into laminating the maps for the Report.

10-year Celebration

Talked about potentially having something coming Fall, after Labor Day, but of course not on Deerfield Fair weekend.

Potentially asking the bluegrass band "Cordwood" to play - Bob Young is contact

Discussed projecting a movie on the barn, cleaning out barn and having dancing a pig roast, a bonfire... The men at the farm are going to double check their schedules before committing to anything as of yet. But they do like the idea.

Discussed potential costs associated with event and what we might need to charge to cover these costs. (i.e. insurance (event rider on policy), permits, porta pottys, pig roast, police detail, etc.)

Carl mentioned that Dave Kittredge expressed concern about profit center models. The SC discussed and there was favorability towards a profit center model.

Adjourned 9:13pm

