



EWING GREEN TEAM

Promoting People, the Planet and Prosperity in Ewing

CAPACITY BUILDING MEETING MINUTES NOVEMBER 13, 2014

LOCATION: EWING SENIOR AND COMMUNITY CENTER

PRESENT

Green Team members denoted with an asterisk *

Natalie Barney
Pete Boughton *
Lori Braunstein
David Byers*
Valorie Caffee*
Lisa Feldman*

John Hoegl*
Bob Kirby
Joanne Mullowney*
Michael Nordquist*
Jeff Passe
Caroline Steward

INTRODUCTION

The November 2014 meeting was called to order by Pete Boughton at 6:35pm.

Several interested Ewing residents attended: Jeff Passe, Bob Kirby, and Caroline Steward. Natalie Barney and Lori Braunstein from Maga Sustainability, LLC were also in attendance.

A special meeting of the Ewing Green Team was held in place of the regular November 2014 meeting. The purpose of this meeting was to focus with Maga Sustainability on building the EGT's capacity to meet the programmatic goals outlined in our new strategic plan – people resources and partnerships and to accomplish our mission of leading, educating, and inspiring the residents of Ewing to a sustainable future. During the visioning process the practice of capacity building had been a secondary effect of the efforts to create a strategic plan with community involvement. However, the Maga consultants came to the November meeting with a number of recommendations to undertake capacity building as a more intentional process.

CAPACITY BUILDING RECOMMENDATIONS

To begin a process of building capacity Maga Sustainability had the members of the Green Team complete a Green Team Rubric. The rubric provides a number of capacity categories and each category has four levels of relative strength (1 being the lowest level of capacity and 4 being the highest).



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Members of the Green Team indicated where they believed the Green Team fell within each of these capacity categories. Those responses were reviewed and the following recommendations were formulated to address the areas where a more intentional focus should be put on building that capacity.

CLARITY OF PURPOSE

Members of the Green Team rated this area with a great deal of variation. A mission and vision statement were developed based upon input from the EGT and members of the community to help develop a shared motivation.

Recommendations:

- Revisit this vision and mission at a yearly strategic planning meeting to be sure that the vision and mission are at the forefront of the work that the Green Team is engaging in and to be sure it still suits the purpose of the Green Team.
- Make the vision and mission statement front and center on the website and other documents (such as letterhead) so that everyone in the community and other partners are aware of the purpose of the Green Team.

STRATEGIC PLANNING

The Team has taken the first step towards successful Strategic Planning with the community visioning process.

Recommendations:

- Continue to reach out into the community to involve others in the implementation of the plan via community fairs, farmers' markets, rotary club meetings, school environmental club meetings to share the plan and ask for their involvement. Reach out to other organizations.
- One member of the Green Team should take the lead on each performance area of the plan. In order for implementation of the plan to be successful everyone must take ownership of the responsibility of implementation.
- At every meeting revisit each performance area and the actions that you are taking.

LEADERSHIP AND STRUCTURE

Development of future leaders is critical. This may be a bit more difficult because we are an appointed board. Continue to work with the Mayor and Township administration to help identify new appointees based on needed strengths that they bring to the team. Provide diverse ways for members of the community who are not appointed to the board to work with the EGT. Involve community members in

Ewinggreenteam.org

Contact us: ewinggreenteam@gmail.com

Monthly Meetings at Ewing Senior & Community Center, 999 Lower Ferry Rd, Ewing, NJ 08618, 4th Wed. of each month



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organizing activities and actions. In order to reach the Silver Level of Sustainable Jersey certification, the involvement of the community will have to expand, especially if the capacity of municipal employees is limited.

Recommendations:

- Develop a Team structure and provide trainings to create a pipeline for future leaders. This might involve developing term limits for specific roles like the Chair and Vice-Chair. It may also involve developing a co-leadership model that leverages both the municipal and community sides of the Team to most effectively engage with municipal officials and within the community.
- Divide the work appropriately. All members of the Green Team need to take ownership of their role in the implementation of this plan. That role should be based on both the interest of the member and their individual leadership strengths.
- Provide opportunities for members of the Green Team, and members of the public that show interest, to attend trainings, like NJ Learns, to hone their leadership skills and improve their knowledge about sustainability issues.
- Look for ways to reduce the workload. Is there work that is being done now that is not necessary? Review the legal requirements for what the Green Team must do to remain compliant with state law (if there are any). Consider ways to make regular activities, like updating the website or creating flyers for events more efficient through the use of templates.
- Consider changing up the structure of the meetings. Do they all need to be formal meetings?
- By-laws should have a clear process for voting requirements and consensus building for the decision making process.

COMMUNICATION AND CONNECTION

Communication and connection are critical to achieving long term EGT goals.

Recommendations:

- Continually examine who is coming to your meetings and events. Discuss at Green Team meetings and try to identify groups in the community that you may need to do a better job reaching out to.
- Consider the Green Team itself and try to identify gaps in representation. Use the Stakeholder Network map to identify potential Green Team members that may bring a new perspective to the Team.
- Develop a strategy for engaging municipal staff. Elected officials are helpful representation on the Green Team but will not be the ones engaged in the day to day activity of the municipal



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offices. The Green Team will need someone on the staff dedicated to working with them if Silver Level certification is going to be achieved.

- Set a regular monthly meeting with municipal staff to keep up to date on Sustainable Jersey actions and documentation. Ongoing documentation of activities will make the process of submitting for certification much easier.
- Network with other community organizations. Agree to share information about their events in return for the same action on their part. Ask for a table at the events of other organizations to reach out to new audiences in the community.
- Create a list of other local or regional organizations and do a survey of Green Team members to determine if there are any existing relationships.
- Develop a communication and outreach plan to expand your reach into the community.
- Attend communication strategy trainings. Sustainable Jersey offers a number of trainings every year that can provide valuable information about creating successful communication strategies.

CONCLUSION

The close of the meeting was announced at 9pm by Chairman Pete Boughton.

Respectfully Submitted,

Joanne Mallowney, Communications/IT Officer