



# EWING GREEN TEAM

*Promoting People, the Planet and Prosperity in Ewing*

MARCH 26, 2014 MINUTES

LOCATION: EWING SENIOR AND COMMUNITY CENTER

## PRESENT:

Green Team members denoted with an asterisk \*

Natalie Barney  
Pete Boughton \*  
Lori Braunstein  
David Byers\*  
Angela Clews  
Mary Corrigan  
Darryl Dixon  
David Ensminger  
John Hoegl \*  
Lisa Feldman\*  
Jenn Keyes Maloney\*

Chuck Latini  
Laura Lawson  
Mary Jane Leach \*  
Chelsea LoCascio  
Jim McManimon\*  
Joe Mirabella\*  
Joanne MULLowney\*  
Michael Nordquist\*  
Anita Pinkus  
Mark Wetherbee \*

## INTRODUCTION AND OVERVIEW OF THE VISIONING PROCESS

The March meeting was divided into 2 separate sessions. Session One was called to order by Pete Boughton at 5:04 pm and the second session at 7:10 p.m.

In the first session our facilitators, Lori Braunstein and Natalie Barney from Maga Sustainability, Ltd introduced themselves and gave an overview for Green Team members of the visioning process that we are undertaking. This ran from 5 – 7 p.m. The regular Green Team meeting began at 7:10 p.m. at which Natalie and Lori concluded their presentation and the regular team reports and updates were given.

A number of guests attended various portions of the double meeting: Mary Corrigan, David Ensminger, Darryl Dixon, Anita Pinkus, interested Ewing residents, as well as Chuck Latini, the Township Planner, and several journalism students from TCNJ.

## SESSION ONE

Natalie Barney and Lori Braunstein introduced themselves and gave a bit of their background. They then presented an overview of the process that the Green Team is commencing for the coming year. They discussed the timeline, what is going to happen and when, to make sure that we were all in

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agreement. They then went on to discuss the goals of our project – how to create the groundswell and educate the community.

## VISIONING ONE

In the first visioning session we will attempt to identify community values, increase community engagement, and identify future engagement areas. Creating a Strategic Plan is about developing realistic goals, identifying actions necessary to achieving Sustainable Jersey points, and implementing strategies for continuing to grow our organization.

Communication is key to the process. Lori and Natalie will send invitations to each Green Team member to participate in a group website during this process called Teamwork Project Management site. There people can see the documents for the project, upload their own work, ask questions, check out the calendar and more. It is very straightforward to use.

Lori and Natalie's approach to the Visioning process is one of Preservation/Transformation. These are the two key elements. They plan to help the community find the priorities for right now, for 1 – 5 years, for 2030, and 2040...

In regard to event logistics, planning a conference is much like planning a wedding. You need to insure that participants have a good time, that it is memorable, and in a comfortable setting. It cannot be too long. They have found that around 3+ hours, perhaps on a Saturday morning that includes breakfast and an optional lunch works very well. Generally, they hold registration and breakfast beforehand and then run the meeting from 9 – noon. The location needs to be comfortable, convenient for parking, breakout rooms could be helpful.

Branding and Naming the event will include defining the future of our community and is critical. Another large issue is the budget. Is a free venue available to hold the event? That will significantly cut the costs? Do we plan to find sponsors for the event to assist with the costs? The main expenses are food.

In regard to the invite list and outreach pre and post event follow up is critical. Creating an event page and a registration page on the website is recommended.

## SMALL L'S – LOGISTICS

- Volunteers and planning committee are needed with specific tasks assigned.
- Timing for the event and day will be plotted out very specifically.
- Room layout needs to be done in time.
- Food –breakfast and/or lunch should be provided. Do we want to provide a vegan option?

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- Green food options include providing pitchers of water instead of bottled. Do we want to hold a Zero Waste event? What green event features can we implement?
- Supplies
- Signage and parking
- Will there be any pre-reading or prep work for the attendees?
- Name tags
- Art memento of the day?

## NETWORK MAPPING AND STAKEHOLDER ID

This is creating a visual network map and adjacency matrix to identify stakeholders. Perhaps 50% of those invited will attend. We need to create a list of stakeholders and get it to Lori and Natalie in two weeks. We need to get a diversified list of people representing our township to insure that the concerns of all groups can be covered.

## OUTREACH AND PROMOTION

We want diversity and momentum. We need to create a script and FAQs about the event for “the Ask.” One big issue is how to involve people who are not invited. We need a committee or task force and everyone gets a job. We need to ask what their interests are during the event and to make sure that attendees get a phone call afterwards.

## THE INVITE

It is recommended that there be a formal invitation via snail mail, supplemented by phone call and email. RSVP is necessary. Divide the list for personal outreach to each recipient. Green events can use something like Evite to issue invitations, but to emphasize the significance of the event snail mail is recommended. Lori recommends a personal approach.

## OUTREACH AND PR

Think about what the invitees need to know about the event. We need to create a buzz with our public relations and get people to know about the event. We need to recruit someone in the community who does PR and marketing. Our tasks are to create a buzz:

- in Ewing Township
- within the Green Team
- in the local press

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- using press releases
- social media
- using Twitter
- Promotional partners – connecting with other groups in the area that we are inviting to participate.

## SESSION TWO

Green Team members were asked to approve the February minutes as posted on our website. Dave Byers made a motion to approve them, Lisa Feldman seconded the motion. The February minutes were unanimously approved with no additions or corrections.

In the second half of the meeting Pete introduced Lori and Natalie to the new members of the public who arrived and gave an overview of the process we were beginning.

## THE GREEN TEAM RUBRIC

Lori and Natalie introduced their Green Team Rubric. The Rubric is an assessment tool designed to ascertain where the Ewing Green Team currently stands on the spectrum of performance. Based on feedback from those who complete it we will see where we stand at the moment. We will then be able to answer the question: “by what criteria would we measure success?” We know that performance spans a spectrum, and we know that performance at any point on the spectrum helps us understand what it looks like at any other point on the spectrum. A rubric, therefore, is a matrix that helps you describe not just what success would look like, but also what poor performance looks like, as well as shades in between. It will give us a sense of where we are on the spectrum of performance.

The process of cultivating a successful Green Team requires ongoing assessment and focus on improvement. We can improve our performance as a Green Team by developing an action plan based on our place on this rubric. Members of the team will each receive an email from Lori and Natalie which will invite them to the Maga Sustainability Teamwork site. There they will find the rubric. They are asked to download it, complete the assessment, and then upload it back to the site. Pete volunteered to assist those who are not tech savvy with the mechanics.

Lori and Natalie concluded with suggesting a tentative date of Saturday, May 3<sup>rd</sup> for their next group meeting.

## COMMITTEE REPORTS

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## COMMUNITY GARDENS AND COMMUNITY ASSET MAPPING

Joanne Mallowney reported that a garden cleanup was held on Saturday, March 22<sup>nd</sup> and it was extremely successful. Most of the main garden paths were completed with the exception of a small section. Compost bins were completed and are ready to be moved on site once the site is tilled. The student volunteers were quite wonderful in accomplishing the goals for the day.

She also reported that our assigned Bonner students are continuing to work on the Community Asset Mapping project. They need to do some cleanup of the data that has already been uploaded. Pete asked if they could come to the April meeting to give a 5 – 10 minute report on the project. Dave Byers volunteered his 3G iPad so that we could have Internet access to show it live.

## SHRED 1

Shred 1 2014 took place on March 22<sup>nd</sup> at the Ewing Municipal Building from 9 to 1. Jenn Keyes Maloney spearheaded this initiative. There was good turnout of Green Team members and the public alike. It went very well with cars moving through quickly with two trucks. 250 township flyers were distributed.

## EXPO REPORT

An update on the status of the Living Local Expo was given by a number of EGT representatives involved. The Expo will be held on March 29<sup>th</sup> at the Armory on Eggerts Crossing in Lawrence, close to the Ewing line. Things are running smoothly and there is a great increase in the number of vendors that will participate. The Ewing Green Team has made significant contributions to this event. A large turnout is expected.

## COMMUNITY EDUCATION AND OUTREACH

Joanne reported that the ***Environmental Insights*** program, our new film/speaker/discussion series has several events in the pipeline. The details follow. However, she would like to encourage other Green Team members to participate with her in the planning process. Two members responded.

1. Camille Miller, Executive Director of the NorthEast Organic Farming Association of NJ will present a film, ***Food Inc.*** and will lead the discussion afterwards on Tuesday, May 27<sup>th</sup> at 7 p.m. The venue will be TCNJ – the Education Building. Michael Nordquist will confirm availability and report back. ***Food Inc.*** is a 2008 American documentary film directed by Emmy Award-winning filmmaker Robert Kenner. The film lifts the veil on our nation's food industry, exposing the highly mechanized underbelly that's been hidden from the American consumer with the consent of our government's regulatory agencies, USDA and FDA. Our nation's food supply is now controlled by a handful of

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corporations that often put profit ahead of consumer health, the livelihood of the American farmer, the safety of workers and our own environment.

2. The next ***Insights*** presentation will be on June 10<sup>th</sup> at 7 p.m., a Tuesday. AmeriCorps Ambassador, Lindsay Blanton will give a presentation on creating a rain garden.
3. The final topic in the pipeline is water. Joanne has a contact with the Sierra Club of Central NJ. Terry Stimpfel would be willing to give a presentation for us on a specific water topic yet to be decided and at a date to be determined, probably later in the summer.

Joanne asked for volunteers from the Green Team to work with her on this committee to develop the series more fully.

## CONCLUSION

The close of the meeting was announced at 8:50 p.m. by Green Team Chairperson, Pete Boughton.

Respectfully Submitted

*Joanne Mallowney*  
*Communications/IT Officer*