



EWING GREEN TEAM

Promoting People, the Planet and Prosperity in Ewing

JULY 30, 2014 MINUTES

LOCATION: EWING SENIOR AND COMMUNITY CENTER

PRESENT

Green Team members denoted with an asterisk *

Natalie Barney
Lori Braunstein
David Byers*
Valorie Caffee*
Mary Corrigan
Anthony Davis
Richard Dey
Lisa Feldman*
Laurence Hochman
John Hoegl*
Jennifer Keyes Maloney*
Emily LaRosa
Rebecca Lynn
Joe Mirabella*

Grace Montgomery
Joanne Mallowney*
Joe Murphy*
Judith Peoples
Anita Pinkus
JoAnn Povia
Mildred Russell
Arti Sahni
Paul Shelley
Caroline Steward
Rosemary Taylor
Mark Wetherbee*
Mark Wetherbee Jr.

INTRODUCTION

The July meeting was called to order by Joanne Mallowney at 6:40 pm. Green Team members were asked to approve the May minutes as posted on our website and hot-linked within the meeting reminder email. Joe Murphy made a motion to approve and John Hoegl seconded. The minutes were approved with no nays.

Numerous interested Ewing residents attended for this first session on fleshing out the **Community Engagement & Waste/Recycling** Key Performance Areas identified by the Visioning process on June 7th. These included: Carolyn Stewart (resident), Grace Montgomery (Hollowbrook Civic Association), Mildred Russell (current President Hollowbrook Civic Association), Laurence Hockman (Bonner student from TCNJ), Emily LaRosa (Bonner student from TCNJ), Anita Pinkus (community gardener), Richard Dey (Ewing Zoning Board), Tony Davis (Candidate for Ewing Town Council), Judith Peoples (Historic Preservation), Rebecca Lynn (Affordable Housing), Rosemary Taylor (community gardener), Jo Ann Povia (Environmental Commission), and Helen Tai (Girl Scout leader and home schooler).

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KEY PERFORMANCE AREA WORK UP

Natalie Barney and Lori Braunstein, our facilitators from Maga Consulting, attended the July meeting to flesh out the details for two key performance areas identified at the Visioning on June 7th - Community Engagement and Waste/Recycling. From Lori's introduction: Visioning is the process of deciding how the Ewing Green Team should move forward following the Sustainable Jersey certification in November 2013. By conducting the Community Visioning process the team plans to solicit community feedback as to which action steps are important to them. Natalie and Lori came to model the process so that the Green Team can do this independently at the next 2 monthly meetings. They presented the ideas generated at the June 7th meeting, asked attendees for additional actions and then prioritized them based on actual "doability" also keeping in mind that the Green Team is looking to expand capacity to complete the actions.

AREA 1 - HOW TO BUILD COMMUNITY

The singles and intergenerational connections listed in the original visioning had no additional comments and were not built out. Some of the ideas that were definitely agreed upon at this meeting included:

- Establish more civic associations
- We need to do more PR for the community gardens and other Green Team activities, i.e. the Green Team took a trip to Isles, took lots of great pictures and very few people knew about it. We need to make the community more aware of what the team is doing.
- Better communications was an overall theme. We need to find new ways to make people aware of what is going on the Township. It was noted that the Ewing Township website is a major source of frustration for residents.
- Mapping of community-layers of data has been started as a Green Team project headed by Joanne and Michael using the Bonner students at TCNJ. We have been entering places of interest and have a base layer of Ewing data but we need better software. The Community Walk free software is not ideal. Ideally, we would like to use the ArcGIS software but it is very expensive - \$2500 per annual subscription. We are looking for a solution to this problem. Eventually, we would like to have a file of all businesses in Ewing and include business names in a layer on the map. It would be a great one place resource for everyone in Ewing. Joanne suggested it sounded like they would like to have something like <http://www.princetonol.com/>.¹
- A volunteer network was also a recommendation; one place where people in Ewing could go to see all the various groups and what organizations are looking for volunteers, as was a Welcome Center

¹ See Appendix 1.



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that could be hosted at the ESCC. Again, a centralized source of information for residents was a big request and a concern.

- Education; getting kids involved is fundamental to growth. If kids get involved through the schools, the parents will follow. It was noted that what the kids bring home from school can be a big avenue for parental education.

It was noted that the Green Team is not necessarily the right place to go for some of these. However, these concerns can be communicated to the township via this community visioning process.

Next, the suggestions that arose during the Visioning Day on June 7th and new suggestions were reviewed in the Excel file projected. Audience members were asked to rate the impact, achievability, management capacity and cost all of the action items listed on a scale of 1-2-3, where 3 is the highest achievability and 1 is the least likely. See Figure 1 at right for details.

FIGURE 1 - RATING SCALE

Impact - to what degree will this action improve sustainability (e.g. increase recycling, improve citizen participation levels, improve local economy)?
Rate 1 - Low, 2 - Medium, 3 - High

Achievability - can the Green Team and the Township of Ewing achieve this Action or are there too many barriers to success?
Rate 1 - Low, 2 - Medium, 3 - High

Management Capacity - Does the Green Team have the capacity to manage this action or will outside assistance be needed?
Rate 1 - Low, 2 - Medium, 3 - High

Cost - What are the costs associated with this action?
Rate 1 - High, 2 - Medium, 3 - Low

Community				
Action Prioritization Matrix				
	Impact	Achievability	Management Capacity	Cost
Visioning Actions				
Map of Neighborhoods/Places of Interest	3	3	2	1
Community Activities	3	2	2	3
Volunteer Network	3	3	1	3
Welcoming Committee/Center	2	2	1	3
Council Community Liaison				
Promote Neighborhood Associations	3	1	1	3
Communications of Activities	3	2	2	2
School Programs	3	1	1	3

AREA 2 – WASTE AND RECYCLING

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A discussion similar to the above discussion on building community was conducted. Suggestions from the Visioning Day were listed and residents were asked to contribute additional ideas. Following discussion, audience members were again asked to rate the impact, achievability, management capacity and cost all of the action items. The items agreed upon and rated include the following:

Waste				
Action Prioritization Matrix				
	Impact	Achievability	Management Capacity	Cost
Visioning Actions				
Community Free Cycle	3	3	3	3
Hazardous Waste Education	3	3	3	3
Consolidate Trash Pickup	3	3	3	3
Education of recycling and trash practices (medi	3	3	3	3
Compost Education	3	3	3	3
Food Waste Collection	3	3	3	3
Graywater Retrofitting Education	3	3	3	3
Rain garden and Rain barrel education	3	1	1	1
Pervious surface education	3	1	1	3
Business Waste and Food Recycling Education	3	1	1	3
Water Conservation Education	2	2	1	2

Following these discussions, member of the audience who wanted to leave were excused, and the Green Team conducted its regular monthly agenda.

RGGI - REGIONAL GREENHOUSE GAS INITIATIVE

Jenn gave a brief history of RGGI, a 9 state cooperative effort to try to reduce greenhouse gas emissions. New Jersey had been a member, but Gov. Christie (without discussion) withdrew New Jersey. Since he did this without citizens having the 'right to comment' to perhaps prevent this; there is now an effort to show the Governor that citizens are not happy with his unilateral decision and are signing petitions urging him to re-enter. There is also legislation that is trying to work around and amend the intent of the law and allow legislation to allow this.

As part of an effort to insure that the Governor is aware that 80% of NJ residents approve of rejoining the consortium, the township council has joined numerous towns and cities throughout the state in passing a resolution in favor of rejoining RGGI which will be signed by the Mayor.

A petition spearheaded by Lee Farnham of the Environmental Commission will be presented to the community at National Night Out on Tuesday, August 8th and will be one of the items promoted by the Green Team. National Night Out will have the petition board and links to other websites with more

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details. It should be noted that not all organizations support RGGI, some feel that it does not go far enough and that it does little to help poorer areas.

COMMITTEE REPORTS

ISLES TRENTON GARDEN TOUR

Dave Byers reported on the Isles Garden Tour for the ECGA gardeners on Saturday morning, June 28th. He and Jim Simon, Program Manager of Urban Agriculture of Isles, conducted a tour of about 6 different gardens during the tour. The gardeners were very pleased with the event and it was a great community building event for the gardeners. In addition, Dave noted that he was now including the Ewing Community Gardens on future tours that he conducts.



ART AT THE EWING COMMUNITY GARDENS



Inspired by all of the wonders displayed during the Isles Garden Tour, particularly at the Gandhi Garden, Joanne Mallowney reported on the first attempt at beautification at the Ewing Community Gardens. A group of homeschoolers got together to paint 2 out of the three compost stations at the gardens in early July. The bins had been created out of old wooden pallets and were clad with plywood and given a primer coat of paint. One of the gardeners, Carrie McGarry, belongs to a homeschooling association and was able to round up a number of young children to spend several hours decorating the bins. Anyone

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who would like to contribute to the cost of the plywood (\$230) should give their contribution to Joanne Mallowney.

CONCLUSION

The close of the meeting was announced at 8:50 p.m. by Joanne Mallowney. Thanks to Lisa Feldman for her assistance with recording the meeting activities for the minutes.

Respectfully Submitted,

Joanne Mallowney, Communications/IT Officer

APPENDIX

1

The screenshot shows the Princeton Online website. At the top, there's a search bar and a navigation menu with categories like Home, Business, Dining, Entertainment, Family, Health, Lodging, Non-Profits, Real Estate, and Shopping. Below this is a secondary navigation bar with links like About POL, About Princeton, Things to Do and See, Quick Links, Features, Other Communities, and Web Services. The main content area includes a calendar for August 2014, a featured article titled 'Click here for Princeton Online's Local Farms Guide' with a red barn image, and a 'Back to School' section. There are also social media links for Facebook and Twitter, and a 'Follow us on' section with icons for Facebook, Twitter, Google+, and YouTube. The bottom of the page has a 'Features' sidebar with links to Automotive, Back to School, Beauty and Fitness, Financial Services, Holidays, Home Improvement, House and Garden, Law, and Pets. The main content area also includes a 'What's New on POL' section with links to the August Newsletter, Back to School Feature, and Summer Fare Feature, and an 'Upcoming Events' section listing events for August 13th.

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