



EWING GREEN TEAM

Promoting People, the Planet and Prosperity in Ewing

SEPTEMBER 24, 2014 MINUTES

LOCATION: EWING SENIOR AND COMMUNITY CENTER

PRESENT

Green Team members denoted with an asterisk *

Violet Barrett Peterson

Pete Boughton *

David Byers*

Mary Corrigan*

David Ensminger

Lisa Feldman*

John Hoegl*

Jennifer Keyes-Maloney*

Bob Kirby

Bob Kull

Helen Kull

Chuck Latini

Matt Lawson

Rebecca Lynn

Joe Mirabella*

Joanne Mallowney*

Joe Murphy*

Michael Nordquist*

Jeff Passe

Michelle Pitts

Bob Prunetti

Caroline Steward

George Steward

Sarah Steward

Helen Tai

Mark Wetherbee*

Mark Wetherbee Jr.

Kathy Wollert

INTRODUCTION

The September meeting, the third and final community focus meeting, this one dealing with the economy and identity of Ewing, was called to order by Pete Boughton at 6:40 pm. Green Team members were asked to approve the August minutes as posted on our website and hot-linked within the meeting reminder email. They were unanimously approved with no additions or corrections.

Numerous interested Ewing residents actively participated: Violet Barrett Peterson (founder of EARCEN), David Ensminger, Bob Kirby, Bob Kull (ETRA), Helen Kull (Preservation NJ), Chuck Latini (Township planner), Matt Lawson (County planner), Rebecca Lynn (Assisted Living proprietor), Jeff Passe (Ed Dean at TCNJ), Michelle Pitts, Bob Prunetti (CEO of MidJersey Chamber of Commerce, former County Exec), Caroline Steward, George Steward, Sarah Steward (Township Council), Helen Tai (Girl Scouts), Mark Wetherbee Jr., Kathy Wollert (Township Council).

An overview of the June 7 Visioning Kick-off was provided by Pete Boughton as well as how the evening's meeting flows from that event. Pete noted that actions by the Green Team (GT) were related to finding 'doable' actions for purposes of Sustainable Jersey certification. He said that some actions might not directly be related to the Green Team (GT) but might be led by others. Attendees were encouraged to therefore raise all items that they felt were important to the community as they would

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be shared with the Township Administration. In addition, as so many attendees have been so faithful to this process it was suggested that perhaps some should consider seeking appointments as a Green Team members moving forward.

Finally, Pete introduced the evening's facilitators – Joanne Mullowney and Michael Nordquist, members of the Green Team.

COMPLETION OF THE VISIONING ACTIVITY

After Joanne's overview of the results of the process so far as it has been written up in the **Action Prioritization Matrix** and posted to the Green Team website on the [Conversation Documents](#) page, the facilitators outlined the 2 categories to be discussed for the evening in brief: (1) the local economy and (2) community branding. Attendees were encouraged to brainstorm within each category to determine if there were sub-items that could be merged, eliminated or added. The scoring process was then outlined with attendees being encouraged to rank items on a scale score from 1-3 with 1 being the easiest and 3 being the hardest in terms of: (1) impact, (2) achievability, (3) capacity, and (4) cost.

ECONOMY

Numerous suggestions for improving the local economy were proposed.

1. That the Township target specific business sectors with:
 - a. diverse retail for diverse demographic of Ewing and
 - b. that we build on resources that Township has to attract new sectors, including non-retail.
2. Support for local businesses was to be encouraged by
 - a. development of a local directory of businesses
 - b. creating a "Buy Local" Campaign.
3. Develop retail zoning in neighborhoods - mixed use zoning (this already exists)
4. Create vibrant events for businesses (e.g. restaurant week)
5. Develop a transit village (hub of trains, buses, taxis, walking adjacent to living and retail space)
6. Develop a Business incubator space / maker space
7. Market Ewing to businesses - selling Ewing to businesses inside and outside Ewing
8. Workforce Development - tie in with Vocational and Technical programs as well as Community Colleges – caveat is that we must determine what core and future businesses will be
9. Revitalize Ewing Chamber of Commerce
10. Consider Business Improvement Districts
11. Re-establish Economic Development Committee
12. Other Items
 - a. Business training @ College for local businesses

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- b. Mini grants for facade improvements
- c. Planning / zoning process (streamline process) - incubator may help.

The Group table exercise was conducted for this category and the results are posted on the Green Team website at

<https://ewinggreenteam.files.wordpress.com/2014/07/actionprioritizationmatrixpost9242014.pdf>.

COMMUNITY BRANDING

Suggestions for improving Ewing's brand recognition include the following:

1. A Ewing Pitch Contest for a 1 -2 sentence pitch to sell Ewing along the lines of "I am Ewing..."
2. Conduct an Arts & Culture Inventory so that residents will know all of the great things happening in Ewing in this category.
3. Identify communication / opportunities on the Township website.
4. Identify media outlets
5. Sustainability promotion for residents. As an example, identify Sustainability hero and promote the same.
6. Sustainability recognition for businesses. Identify Sustainability business hero and promote.
7. Community (green) bulletin/calendar green pages on Township website tips and hints
8. Overhaul Township website. A major part of any branding effort is the entity's website. Citizens would like to see it look more professional (branded) but also have all of the content that it should. Ewingnj.org is very light on content.
9. Develop Community brand. Begin an actual new branding process/contest - tag line - identification of the Township with change, forward movement, college town, green...?
10. Promote excellence of Township schools.

The Group table exercise was conducted for this category and results with more details are posted to the same Green Team website as above.

Upon completion of the public discussion at 8:30 pm, the Green Team held a brief business meeting.

COMMITTEE REPORTS

BIKING

The establishment of a new Bike Advocacy Committee was announced. The first meeting will be on Thursday, October 2nd beginning at 7pm at TCNJ, Education Building with the room to be announced. All bike enthusiasts are welcome to attend. [The site was later changed to Social Sciences Conf. Room 241.]

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Mark Wetherbee Jr. also reported on the promising pilot bicycle audit that was conducted on Saturday afternoon, September 20th in the Braeburn development by a number of TCNJ volunteers guided by Mark and Michael.

COMMUNITY ASSET MAPPING PROJECT

Michael and Joanne reported on software choices considered for the in-progress online map of Ewing and the layers being developed by the three Bonner assignees with the aid of these two mentors.

COMMUNITY GARDENS

Michael and Joanne reported on several garden-related activities; a Saturday September 20 morning TCNJ student CEL cleanup and path improvement assisted by some of the gardeners followed by the lightly attended first annual picnic lunch where gardeners brought dishes related to what they had grown.

EDUCATION AND OUTREACH

The Green Team will also be promoting education on the impact of plastic bags at Community Fest (October 18). A 'Bag Challenge' is also in the works in a format similar to the Dot Surveys from last year. Bonner students will be assisting.

ENERGY

Energy remains the final category to be included in the Strategic Plan. The energy committee led by John will meet prior to the next meeting to come up with potential actions. Rating these actions based on impact, achievability, management capacity and cost will be conducted first thing during the October meeting. John and Jenn were also researching a BPU-endorsed business upgrade program that, once vetted by the Township government, would be carried out by Tri State, the one company endorsed for our area by BPU. Energy upgrades would be suggested and carried out by Tri State with the businesses paying 30% and the BPU 70%.

ENVIRONMENTAL INSIGHTS SERIES

Joanne made an announcement that the next instance of the Environmental Insights Series will be held on Monday, October 27th at 7 pm at The College of New Jersey Library Auditorium. It will be a film and discussion event. The film will be ***Bag It***, a documentary about pollution from single use plastic bags and our addiction to a disposable life style. Noemi de la Puente of Sustainable Lawrence, heading the local grassroots organization ***NJ Think Outside the Bag***, will moderate the discussion. The event timing was planned for its relevance to the November election where her organization persuaded Mercer County Freeholders to place a nonbinding county referendum on the ballot on November 4th asking voters to

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approve a 5¢ fee on each single use disposable plastic bag. A committee meeting is set for next week to work out details of coming installments of the series this winter.

RECYCLING

The final Shred Day of 2014 will be Saturday, September 20th at the Municipal Building. Volunteers are needed. Lisa also gave an overview of a new Green Team initiative – the first Annual Ewing Green Team Scarecrow Contest. The goal is to promote recycling and the arts. All entries must be constructed of 80% recycled materials. Mayor Bert Steinmann and members of the Arts Council will judge. All registrations must be submitted by October 20th and judging will be at the Community Gardens on Whitehead Road Extension on Saturday October 25th beginning at 2 pm. Prizes (in the form of gift cards) will be given in the amounts of \$100, \$50, and \$25. This will be a first distribution of seed money from our \$10K SJ grant for recycling education, an area determined by Visioning attendees to be of significant importance.

COUNCIL UPDATE

Jenn Keyes-Maloney gave an overview of the **Complete Streets** Resolution adoption by Council in September. Pete, Dave and George Steward endorsed the resolution publicly at the agenda session, after Pete offered an amendment and praised the fact that a policy to strengthen the resolution was being developed in collaboration with Township Planner Chuck Latini.

ENVIRONMENTAL COMMISSION

John and Joe are co-members of the GT and EC, so neighboring tables will be coordinated at CommFest. Also, several GT members attended to support the ANJEC Roadshow held at the ESCC where talks were given on upgrading detention basins and using social media. Joanne is assisting the EC Chair Lee Farnham in using social media, and including EC articles in her eNewsletters, GT website and GT Facebook page.

PLANNING BOARD

Pete announced that at the urging of Chuck Latini, a request had been made for a progress report on the GT-led visioning process in order to promote future collaboration on issues raised during the process. Following the meeting that report has been placed on the agenda for the end of the Thursday, November 6^h 7 pm PB meeting. Key GT members are requested to help with the verbal report and subsequent Q&A. Documentation such as the actions rating spreadsheet will be posted in advance on the PB DropBox space.

CONCLUSION

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The close of the meeting was announced at 8:55 by Pete Boughton.

Thanks again to Jenn Keyes-Maloney for recording the detailed notes used to compile these minutes.

Respectfully Submitted,

Joanne Mallowney, Communications/IT Officer