

Meeting Minutes

Walk! Bike! Brockport! 1/11/12

Present: Richard Fenton, Joan Fenton, Garrett Roe

(garrettwroe@yahoo.com), Bill Andrews (wandrews@frontiernet.net), Peter Randazzo (petedonna@aol.com), Harry Shifton (RXHMS@aol.com), Norm Frisch (scipix@frontiernet.net), Scott Valet (scottvalet@yahoo.com), Doug Hickerson (diannehickerson@aol.com), Nancy Washer (nwasher@brockport.edu)

Meeting called to order: 7:00 pm by Richard Fenton

1. Update on Biekirk and the Dock Project: Harry Shifton

Beikirk: Nothing has happened yet, possibly on Monday

Harry Shifton then introduces Garrett Roe: student at the College at Brockport, working on a canal dock for his leadership project.

Garrett Roe gives presentation on putting a boat dock on the south side of the canal near the lock

One is needed along the canal in Brockport

Applying to NY state for permission/approval

It should be handicapped accessible

Camp abilities

Lauren Lieberman of the College is advising him and sponsoring his project

Goal is to update the dock behind the president's house

Currently in design phase

Trying to raise about \$6000 to construct it

Also a Boathouse in progress

Discussion:

Joan Fenton: who will build it?

Garrett Roe: The College at Brockport facilities

Rich Fenton: how are you going about fundraising?

Garrett Roe: advisor is helping with this, she has a lot of experience

There are already four boats--two kayaks and two canoes

Rich Fenton: How would someone get access to use the boats?

Garrett Roe: Rentals through the college, also rowing crew on the canal

Still in planning phase

originally hoped to have it done in April, but the process is moving more slowly than he anticipated. Now he's hoping for sometime in 2012

Harry Shifton: anything we can do to help with Albany?

or with fundraising

Peter Randazzo: George Maziarz used to be in charge of such things; he could be a place to start, would know who to contact

Harry Shifton has connections with Maziarz, could contact him

Peter Randazzo: How about talking to the Suburban News? [note: Doug Hickerson is present]

Joan Fenton: how much publicity so far?

Garrett Roe: Also still in progress

He's only student in group planning the dock

Rich Fenton: What is the name of the group and who else is in it?

Garrett Roe: This group: Brockport Foundation Dock

Other members: Leah Barrett, Rick Lair

Peter Randazzo: any communication with Jack Milner, the former Sweden Town Supervisor who is in charge of community development with the Town of Sweden?

Norm Frisch suggests getting started with campaign to get recognition and publicity before asking for money

Rich Fenton suggests that we could offer some other kind of support

Norm Frisch: what about parking? Community members may have trouble parking

Garrett Roe: we'll look into community parking passes and work out something with the parking office

Harry Shifton observes that college is out of session when it will be used most [but parking rules still apply]

Rich Fenton agrees to send the minutes to Garrett Roe

also encourages him to get news of the dock in the paper

Discussion continues after Garrett Roe leaves.

Joan Fenton: it will be good to get cooperation between the village and College

Harry Shifton: I met him at first Fridays where he gave a presentation and asked for money

Rich Fenton: we have to decide how we want to support it

Peter Randazzo's suggestion of contacting Jack Milner would also link the town to the project

Brief discussion of fundraising.

Scott Valet: do we need to fund raise?

Rich Fenton: yes, we've done nothing recently and we have projects to support

Peter Randazzo: GBDC needs to do an audit and will charge us 2% for it

Rich Fenton: we may have over-reacted, but we'll come back to this

2. Formation of a Maps and Brochure Committee: Norm Frisch

Peter Randazzo: What does Norm intend with this?

Norm Frisch: Arts and Aesthetics wanted a brochure to lead people through the community to supplement Bill Andrew's brochure of history and architecture
Presents some mock-ups of brochures

Needs to know what themes we would like brochures about

Also note that the Brockport Community Museum has some ideas on its website

He also has brochures on churches, goat trails, walk to school-- he has a pile

Pete Randazzo briefly defines goat trails-- short-cuts that take you off pavement
there's a popular one from the Hill school to Wegmans

Bill Andrews: Art Walk Brochure could be updated with signs and display cases

Peter Randazzo: I'm not volunteering, but there's a rack full of these; should they all be one brochure or map?

shows an example of a San Francisco tourist map with everything on it, funded by ads on map

Norm Frisch: one has to be concerned with visual clutter

we should plan still to have multiple brochures

also we need to make better use of web. Western Canal Alliance website

(<http://eriecanalheritage.com/>) or other websites including our own

we can also put full color pdfs on web for people to print out

Spencerport is active in this area

This is why we need a sub-group to work on this

In terms of what to do, financing, and production

Joan Fenton: how much would a color brochure cost to print?

Norm Frisch: doesn't know right now, but in 2007 it was \$200 for 500 brochures

Harry Shifton volunteers to help

Norm Frisch asks for Peter Randazzo's map of the Sweden Town Park Trail

Peter Randazzo: I got it from Fred Perrine and marked the hiking trail on it

Scott Valet: why not get commercial sponsors? Public money is tight
for a bike map, get bike stores to partially support it

[Brief and general discussion of time constraints]

Nancy Washer: could we put the maps and brochures on the Walk bike website?

Norm Frisch: yes and the other websites

turn any events in to Leslie Morelli for village calendar by March (or April 1)

Harry Shifton: put the two bike trips across New York on the calendar

Also working with bicycle outfitters and to get coupons from merchants in March
for the summer bike tours

Norm Frisch: master map is basically done, except some things are outside its
boundaries

One must balance coverage with detail

Peter Randazzo: should we also include merchants outside the village?

Scott Valet: there are also interesting things in Clarkson on Lake Road

Rich Fenton summarizes

First get a list of names and emails, start with email committee
and encourage everyone to read minutes carefully [I agree]

Or would it be better to have Norm Frisch send email to entire group with
minutes

Also: what should we be advertising? What brochures can be consolidated?

And make a list of expertises needed

Will discuss with Norm Frisch when the minutes come out

Segue to fundraising

3. Possible fundraising efforts: Rich Fenton

We lost the Santa Train as a fundraiser this year (it didn't run at all)

Mike Shaffer sent a suggestion

Poker walk, walkers donate \$5 or 10 to walk around track, collect cards with
each lap until they get a hand, then play their hands

Thus, fundraising would be a component of an active activity

Peter Randazzo: Mike did an auction a few years ago and we made a few thousand
dollars

Bill Andrews: the art auctions made more money

Peter Randazzo: Mike is doing an auction at Morgan Manning in May for the Western
Monroe County Historical Society, maybe that's enough for him

Scott Valet: how about a fundraising bike tour-- 25 miles around Brockport

Pay money to ride with group

Norm Frisch: likes the idea because it fits our mission

Scott Valet: or could do something similar with a walk—both are common

Rich Fenton: Dick Rizzo suggested an informative bike ride--rules of the road

Bill Andrews: Brockport had bicycle races when bikes were new

Scott Valet: liability issues with races, bike tours with Dick sign a waiver and get

instructions on road safety

Rich Fenton: we could ride to Lake Ontario on Redman Road or Countyline Road, then have a picnic at the park

Scott Valet: we could sell t-shirts or water bottles

Rich Fenton: obviously a summer activity

Peter Randazzo: we also need a goal to put the money to

Rich Fenton: we have some ongoing costs and some things we stopped doing like the Poster contest

Joan Fenton: the whole idea was to discuss safety in school

Rich Fenton: we could list our basic costs and supported events

Joan Fenton: put in minutes to ask members for project ideas (dream projects)

4. Next steps regarding presentations by physicians: Rich Fenton

Note: the Unity proposal is sucking all the attention away from other issues

Jim Goetz would be willing to help get a physician give a presentation

Joan Fenton: to what audience?

Rich Fenton: to the community

Scott Valet: about cardiovascular health? Physical therapists, trainers?

Peter Randazzo: Jim Wissler was talking about hosting a series at Lakeside, sponsored or promoted by us

He gives the history of our attempts at presentations to Scott Valet

Norm Frisch: free presentations? How about through the school district? Some administrative oversight and possibility for fundraising

Rich Fenton: when Jim Wissler came we had some discussion, but no one ran with it, should be part of a larger picture

Scott Valet: has done presentations on allergies and our response is typical
Maybe more success with senior center

Joan Fenton: Mark Fenton has shared studies that show that people can do many physical activities as they age

Rich Fenton: also promoting walking; walking needs no equipment

Peter Randazzo: Jim Wissler reinvigorated his interest in bringing in speakers

Rich Fenton: we need to find a venue, perhaps the rec center, could tie it into New Year's resolutions and failure

Meeting adjourned 8:32

5. Initial discussion of Ray's proposed Strategic Plan postponed

Read the strategic plan for the February meeting