

Meeting Notes April 19, 2012

Members in attendance: Marty Vallender, Dennis Wygmans, Francine Vellario, Jeff Clark, Melissa Clark (Quorum has been met)

Others in attendance: Eric Langman, Patricia Hines-Fitzgerald, Carolyn Isenberg, Herb Isenberg

1. Meeting Minutes from April 5th approved

2. Public Participation –

Patricia Hines-Fitzgerald questioned about how we will make our park different than Keene's park because it was eluded to that there were problems with the Keene park. BASIC addressed her concerns and answered other questions as well.

Herb Isenberg passed out an information packet that he put together. He is concerned with the location of the park within Crowell Lot and the size of the park. BASIC explained to him that the School Board dictated to the town and BASIC where the park would be located within Crowell Lot. We have no control over that. We also reassured him that the park design is an appropriate size to suite all skill levels and to fit well within the acreage that we have been given to work with.

3. Rec. and Park Update

a. Water Fountain – no further information regarding the status of the fountain.

b. Painting the swings/park maintenance day – Paul Ethier will provide us with paint, brushes and a ladder to paint the swing sets. This Saturday, April 21st has questionable weather, so we will reschedule. Saturday, May 5th is green up day so it will be appropriate to do it then. We have tentatively scheduled it for the 5th at 10:00am and will reevaluate the weather forecast as we get closer. We will put a sign up at the park a few days before to notify park users.

4. Design/Build RFP – Carol Lolatte and Barb Sondag stated to Marty that we can hire the designer now as long as we have funds to pay the designer. Then we can hire the builder once the design is complete and we have sufficient funds for building. BASIC voted with 4 to 1 vote to proceed with hiring a designer.

5. Fundraising Strategy

a. Grants – Brattleboro Savings & Loan, Rob Dyrdek, Adidas, Health & Communities EPA Grant and Chase Your Dreams are five grants that we are looking into applying to.

b. PR/Outreach – It was discussed that we should identify individual large donors and have members meet with them. No one has offered to do this at this point. Francine will contact Dot Lenhart and Chris Lenois to help with community outreach.

c. Community Giving – Marty has drafted up a new letter to send out to businesses within the community again. He will have Carol review it for wording and content prior to us mailing it out.

d. In-Kind Donations – Dennis states that the difference between the market value and cost of an in-kind donation is the amount that we can count as a grant contribution. Concrete, re-bar, plants, fuel and mulch are areas of in-kind donations for us to check into.

6. Outreach

a. T.V Short – Dennis met with Joe Bushey and they're currently trying to come up with ideas to include in an outreach video

b. Newspaper Articles – Dot sent a copy of her article to The Reformer for it to appear in the “Our Neighbors” section

c. Postcards –Francine will work on getting postcards printed in time for the next Gallery Walk. One side will have information about the t-shirt contest and the other would have the “Basic Frequently Asked Questions” on the other side along with how to donate.

d. Gallery Walk – We will plan on BASIC members setting up at the next Gallery Walk.

e. We discussed having an information article put into The Commons and having something put on the radio. The Reformer doesn't want to do an article because it's “old news”. We will try to get Gift Certificates from local businesses that we can raffle off on the radio.

7. Go Skateboarding Day – We will contact Luke Stafford about printing a poster soon for Go Skateboarding Day. Marty asked Eric if he could help us with putting together the day. Maybe some people could bring in vintage boards & gear to display. We'll have a t-shirt contest and pick the winner on Go Skateboarding Day. Friday June 15th will be the final day of submission for the contest.

Next meeting May 3, 2012 6:00 Hannah Cosman meeting room.