



Cambridge Crossroads
Meeting Minutes
Thursday, April 2, 2009

Corrections applied 4/8/2009

6:15 - 8:00pm
Warner Lodge, Jeffersonville

Attendees:

Peter Ingvaldstad, Joe Rogers, Phyllis Shanley, Melora Hunt, Bill McKone, Andrea Lauritzen, Mike Moser, Mark Schilling, Joel Page, Anne Rogers.

Agenda:

- 6:00 - 6:55 Work Group Meetings
7:00 - 7:10 Call to Order, Introductions, Adopt the Agenda and Announcements.
7:10 - 7:20 Selection of Chair, Vice Chair, Treasurer and Secretary / Scribe, and other roles as needed
7:20 - 8:25 Requests for Assistance
Request for support from the Green Mountain Relay
Reports
Work Groups / Committees / Town Organizations Report Out to Others on Objectives and Projects
Cambridge Trails Work Group
Cambridge Community News Letter
Communications
Economic Development
Community Center
Place Based Learning
8:25 - 8:30 Review Calendar - Request for Future Agenda Items and Adjourn

Communications Work Group Meeting:

All but one attendee arrived by 6:00 as scheduled. The Community Center Work Group and the Economic Development Work Group were each represented by only one person; they were both invited to join the Communications Work Group meeting which convened at 6:15. Mark Schilling presided in the absence of Chair Dennis Shanley.

Topic: Cambridge Newsletter

Discussion

Joel Page has been collecting ideas and prices for a printed Cambridge Newsletter (name not yet chosen). A full page (16 x 23 inches) in the *News & Citizen* would cost \$225 for once a month. Joel feels this would not be enough space for the price and that a coordinator would spend all his time finding funds to pay for it. "Start small," he said. The content is more important than expensive distribution at this point.

Joel suggested, with Mark's support, to try Constant Contact, an email-based newsletter service. For about \$15 per month, this service offers subscriber lists, list categories (groups), and very flexible customizing. For broadband users, the newsletter can be full of pictures and attractive fonts; for dial up users, a text version can be included. The newsletter can be printed easily and posted on bulletin boards around town. The newsletter or selected parts of it can be sent as a press release to the *News & Citizen* and the *Mt. Gazette*.

Joel predicts that, in any form, the newsletter will have to be on the landscape a year before people will depend on it for news. In time, perhaps we can take it to the next level.

Plan

Joel will provide a sample article and Mark will format it on Constant Contact and e-mail it to Crossroads members for review and suggestions.

Topic: Cable TV

Discussion

Mike Moser talked to Stowe Cable about the possibility of airing Cambridge announcements on local TV channels. His inquiry was met with enthusiasm and we were offered prime time ad space at the usual community events calendar rate. His contact thought it would be easy to share our news with other cable outlets, like the one Smuggs uses. We can borrow recording equipment from Stowe Cable and there is a studio at the Green Mountain tech center.

Topic: Cambridge Wiki & the Website

Discussion

Phyllis Shanley proposed a wiki to be set up for Cambridge. Mark described the history of *Wikipedia*, a well established and often referenced on-line encyclopedia built by many hands. In spite of reservations about its accuracy at first, the service has developed its own inherent policing and has put Microsoft's *Encarta* out of business. Phyllis offered an example of an article for a Cambridge wiki: the current owner of Smuggler's Notch Inn was asked to write a short history of the Inn, specifically a time-line of previous ownership; the Historical Society and older residents might well have other information and photos of the Inn; the building still houses at least three separate businesses which might have other entries in the wiki.

A wiki will have to have its own hosting account because it has the potential to grow dramatically. Cambridge/Jeff will also need a visitor's site—a public face—when we are ready to promote ourselves; this should be independent of Cambridge Crossroads, whose site is for us. The Crossroads home page is currently being hosted as a sub-account under Phyllis's reseller account. She recommends buying a separate Crossroads account with 3 or more website/sub-account options. Crossroads can legitimately support town-wide communications behind the scenes.

Plan

Phyllis will research host pricing in detail and send a report to the Communications Work Group and the Treasurer. Anne Rogers suggested setting up a PayPal account to finance it, under the Treasurer's control.

Topic: Electronic and printed communications working together

Discussion

Everything meshes. Once the wiki, websites, email archives, newsletters and calendars are all in place, it will be easy to link from one to another. A link to an item in the wiki or a page in one of our websites can be inserted into the newsletter or a calendar entry, such as, "for more info click here..." In return, the newsletter content and press releases can be drawn from the wiki, internal emails, Crossroads documents, etc. Joel called this "harvesting from the org".

Plan

We are still in the development stages. It's too soon to advertise.

Cambridge Crossroads General Meeting:

Peter Ingvaldstad, as co-chair of the original Steering Committee, chaired the general meeting. Phyllis Shanley, scribe for the Communications Work Group, continued to take notes.

Announcement: Cambridge Trails Work Group

First meeting Thurs. April 9th, 6:30pm at Warner Lodge

Discussion

Peter is organizing interested parties to share in an effort to map and establish a network of all the trails in Cambridge. This includes the Rail Trail/Greenway, the Alden Bryan memorial trail, and many others in use by residents for bicycles, horses, snowshoes, skis, snow machines and hiking boots. Maps of certain trails might be published for the general public while other maps might be circulated only locally.

Peter is looking into a proposal to the Vermont Youth Conservation Corps for labor and applying for a financial grant from the Henderson Foundation. Several members of the Conservation Commission are interested in this project and have other resources as well. Bill McKone told us the Smugglers Notch Area Chamber of Commerce has already received a grant from the Vermont Regional Marketing Organization for a mapping project which it intends to use for mapping trails. He suggested pooling resources. (Go, Crossroads!)

Announcement: Cambridge Community Newsletter Meeting

First meeting Thurs. April 9th, 7:30pm at Warner Lodge

Announcement: Greenup Day celebration at Boyden Farm pavilion

Sat. May 2nd, 11am - 2pm, sponsored by the Conservation Commission

Announcement: Vermont Vernal Pool Mapping Project Training

Volunteer Training Thurs. May 7th, 5 - 8pm at Cambridge Elementary School
Sponsored by the Conservation Commission

Topic: Election of officers

At the last meeting, Co-chair Susan Sera, Secretary Jennifer Robins, and Community Center Work Group Chair Meg Fleming all resigned their affiliation with Cambridge Crossroads to focus on the Conservation Commission. Andrea Lauritzen (present) is also curtailing her Crossroads activities to devote her time to her thesis on vernal pools and to the Conservation Commission. Jennifer will be representing the Conservation Commission in the Cambridge Trails Work Group. These people have worked hard to bring Cambridge Crossroads through it's first year. Thank you to them and all others who have brought us this far.

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| <i>Chair</i> | Peter Ingvaldstad was unanimously elected to continue as Chair. |
| <i>Vice-chair</i> | Dennis Shanley (not present for medical reasons) was unanimously elected as Vice-chair, pending his acceptance. |
| <i>Treasurer</i> | Joe Rogers was unanimously re-elected as Treasurer. |
| <i>Secretary</i> | Phyllis Shanley accepted the position of Secretary/Scribe. |

Report: Communications Work Group
(see minutes above)

Report: Economic Development Work Group

Mike Moser reported that feedback from the community regarding a town logo was disappointing. The Group will solicit designs from 4 graphic designers to be submitted to a community vote. During the meeting, we added Pam Fiaschetti and Dodi Gomez, two talented local artists, to Mike's list.

Report: Community Center Work Group

Melora Hunt is the only remaining member keenly interested in the Community Center project. She wants to see a teen center established and has a number of friends interested in helping her. Joel said she should "run with it."

Report: Treasury

As of March 31, 2009, we have \$1893.92 in cash and projected funding of \$9975.00 for the year 2009. The Coffee Tasting event on March 7th collected \$68.00 which Andrea gave to Joe Rogers at the meeting.

Lisa Bryan has offered to donate a percentage of her Country Store profits to the Community Center project. It will work for her as long as Crossroads is financially under the umbrella of the Historical Society's 501(c)3 non-profit status.

Joe plans to approach IBM again for an equipment donation for the Historical Society.

Review Calendar

We agreed that the format of this meeting worked very well, with everyone participating in all the

discussion. Work groups are encouraged to meet as needed between Crossroads general meetings and to use the time to exchange reports and ideas. The next general meeting will be at 7:00pm as before. We agreed to change our meeting day for next month to Wed. May 6th to avoid scheduling conflicts.

Adjourned

After the meeting, Joel treated us to a tour of the Warner Lodge. This is another in a series of samplings of spaces available in town for community gatherings. The Lodge has potential for a theater on the main floor and an elegant conference room upstairs. The hope is to move the display cases from the Lodge to the Sweet House which would lend itself better to museum use. The Historical Society will own the Lodge outright next year. Relics of the Masonic Lodge are required to be displayed and Joel thinks they can be easily arrayed upstairs without compromising the meeting space.

CAMBRIDGE CROSSROADS OFFICERS:

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| <u>Secretary</u> | Phyllis Shanley |
| <u>Treasurer</u> | Joe Rogers |
| <u>Vice Chair</u> | Dennis Shanley |
| <u>Chair</u> | Peter Ingvoldstad |

CAMBRIDGE CROSSROADS / PLACE Program Goals

Place-based Landscape Analysis and Community Education..

- To provide a framework for residents to learn more about their town's natural and cultural heritage and share this knowledge.
- To provide local educators with information, resources, and curriculum development support for creating place-based learning opportunities for their students.
- To support an informed and participatory community dialogue that builds upon an integrated interpretation of town landscapes and their transformation through time.
- To showcase and integrate efforts of individuals and organizations involved in local landscape stewardship and interpretation.
- To strengthen the sense of community identity and the connection between past, present and sustainable future.

PLACE Program Steps

- Landscape Analysis - geological, ecological, cultural
- Place-based Learning - incorporating local history, culture, ecology, economics, food into community learning through service learning and partnerships in community and school. People learn better when it's about their place.
- Vision to Action Forum - building on ecological, cultural, geological heritage of Cambridge and building a plan for the future.