

Forest City Outdoor Town Action Team
MINUTES
Thursday, September 1, 2022

CALL TO ORDER: In the absence of Chairperson Katie Zefran, Co-Chair Deb McNamara called the Forest City Outdoor Town Action Team meeting to order at 6:02pm.

ATTENDEES: Deb McNamara, Erin Debish, Suzanne Atcavage, Juliann Doyle, Gus Fahey from Valley in Motion and Christine Evans, Forest City Borough Resident. ABSENT: Katie Zefran

MINUTES: Susie Atcavage made a motion to approve 8.4.22 Minutes; seconded by Juliann Doyle. All in favor 4-0. No opposition. Motion passed.

A. ADMINISTRATION (Deb McNamara)

Discussing the ordinance verbiage and how it pertains to the FCOTAT was tabled until the October meeting due to Katie's absence from the meeting.

Many policies and procedures were discussed including who is to create the agenda, timeline for agenda completion, how the agenda is distributed, and who will access the FCOTAT email account.

It was decided that the Secretary will create the agenda with input from the Chairperson and board.

The agenda will be sent to the board 10 days prior to the meeting for input, and the final agenda will then be emailed to the entire FCOTAT team and Forest City Borough Secretary the Monday prior to the meeting. The agenda will also be present on the Forest City Borough's website, the GFCBA website and Facebook page. A reminder of the public FCOTAT meeting will be advertised in the Forest City News with attention to above stated avenues for agenda recognition.

Deb McNamara brought up the issue of only the Chairperson having access to the email account and it was decided that 3 board members will have access to the account; Chairperson, Co-Chair and Secretary.

B. GRANT TEAM (Suzanne Atcavage and Deb McNamara)

The FCOTAT will ask Forest City Borough Council for permission to apply for the Endless Mountains Visitors Bureau Room Tax Grant at Council's next meeting, Tuesday, Sept 6th. The grant money would allow for the beginning of the "sculpture trail" from the Forest City Trailhead on the D&H Trail. A sculptor and design has already been agreed upon and the Greater Forest City Business Alliance has offered matching grant funds not to exceed \$2500. Deb McNamara is recommending asking for \$7000 if Council approved the application. Once approved by Council Susie and Deb will write the

grant due at the end of September. Katie Zefran and Deb McNamara will attend the Council meeting to present the grant idea.

PennDot has not yet released the MultiModal grant for sidewalks connecting Erie Street and Main Street. KBA, Forest City Borough's retained engineering firm, will need to "walk" the grant idea. Deb McNamara will set up that meeting with KBA. Pennsylvania's Department of Community and Economic Development (DCED) has a similar program in the spring if need be.

C. MARKETING TEAM: (Juliann Doyle)

A discussion regarding an outreach program was had. Juliann Doyle noted that she has the collected emails from the FCOTAT community events held in 2021 during the Outdoor Town program. An email will be drafted to be sent to that group informing them of progress and offering ways they can get involved. The email will be sent from the FCOTAT email address.

Erin Debish brought up the importance of reaching out to Forest City's Main Street business owners. The team decided that a presentation would serve best to accomplish face to face communication and offer a Q&A session. The presentation will be scheduled after the holiday season into 2023. Prior to the presentation an email and letter will be sent along with an invitation to the presentation.

Press Release procedure was also discussed. Juliann Doyle will write the press releases with the help of Susie Atcavage. The press releases will be sent to Juliann Doyle's large list of outlets. The FCOTAT thinks taking a more digital approach would be helpful as well. The digital platforms discussed include Facebook and Instagram for all these organizations; NEP Sno and ATV Trails, Rail Trail Council, Forest City Borough, FC Parks and Recreation, GFCBA, Forest City Area Historical Society. Gus also mentioned Discover NEPA and the Valley Advantage as ways to "get the word out"

Lastly a discussion was had regarding how to simplify the Action Plan and the 10 Action Items to the public. Erin was asked by a client of hers "what are you actually doing" He told her to present projects and ideas...."things people can get behind and get excited about". The Team talked about summarizing the story and bullet pointing the Action Items on a professional and presentable hand out. They also talked about how to include the projects in the press releases.

CONTINUED BUSINESS/PROJECTS

- a. The Erie Street Trailhead Welcome Arch had no new information
- b. The Center Street Park Project has gained a little momentum. Local resident and kindergarten teacher Krisitna Fitzsimmons has volunteered to be on the team to create the Park. Gus mentioned that the Marywood University architectural program has not yet responded to a request to check out the project. He feels that they may look into it for the next semester. He claims students like "community builds". Christine mentioned reaching out to Johnson College for help with projects as well.

PUBLIC COMMENT OR QUESTIONS:

Gus Fahey gave the FCOTAT a quick update on the Forest City Facade program. Gus said there are 23 applicants. All of which qualify for the program. All applicants were notified to complete the final app due by November 30th. He stated there are 4 design team members who will assess the applications, approve the projects, and distribute the money.

Deb McNamara will reach out to Eastwick Solutions regarding the FCOTAT google drive to secure all of our documents.

CORRESPONDENCE AND ANNOUNCEMENTS:

The next FCOTAT meeting will be held on Thursday, October 6, 2022 at 6pm at Elegante's Pizzeria.

ADJOURNMENT:

Susie Atcavage made a motion to adjourn the meeting with Erin Debish seconding. All in favor 4-0 motion passed. Meeting adjourned at 7:02pm