

Forest City Outdoor Town Action Team  
MINUTES  
Thursday, June 1st, 2023

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CALL TO ORDER: Chairperson Katie Zefran called the Forest City Outdoor Town Action Team meeting to order at 6:01pm.

ATTENDEES: Katie Zefran, Deb McNamara, Erin Debish, Juliann Doyle, Amy Bean, Christopher Ginton, Duffy Samuel, Paul Daugevelo, Lauren Canfield

ABSENT: Susie Atcavage

MINUTES: Erin Debish made a motion to approve 5.4.23 Minutes; seconded by Juliann Doyle. All in favor 4-0. No opposition. Motion passed.

A. ERIE STREET WELCOME ARCH (Deb McNamara)

The arch was installed on Sunday, May 21st, 2023 by FCR Students. The Arch will be engraved “Welcome to Forest City” on one side and “Welcome to the D&H” on the other. Deb McNamara noted that bikers have noticed the arch and have made their way up to Main Street already.

B. CENTER STREET PARK (Erin Debish)

Erin Debish spoke on behalf of Susie Atcavage. The Department of Community and Economic Development (DCED) Greenways and Trails grant for the Center Street Park project was submitted on time. FCOTAT received letters of support for the grant from both Senator Lisa Baker and Representative Jonathan Fritz.

C. ERIE STREET TO MAIN STREET SIDEWALK PROJECT (Deb McNamara)

The Community Development Block Grant (CDBG) is live. Forest City Borough Secretary Sharon Vannan has the paperwork to submit the grant on behalf of the Borough and FCOTAT.

D. FOREST CITY SCULPTURE TRAIL (Erin Debish/Deb McNamara)

FC Borough and FCOTAT was awarded \$2362 from the Endless Mountains Heritage Region Mini Grant Series for the beginning of the Sculpture Trail. The Rail Trail Council matched the grant donating \$2000. FCOTAT is still waiting to hear if it will receive support from a local business with this project. Deb McNamara walked the proposed Sculpture Trail with 2 local artists and received some positive comments and advice on how to proceed with the

project. They are recommending the next sculpture be placed at the Erie Street Trailhead with a historical theme and a box with GFCBA brochures attached to increase traffic to town.

#### E. FACEBOOK PAGE PROJECT (Erin Debish)

After meeting with the Facebook Steering Team and Machi Systems the FCOTAT had many things to discuss. Machi Systems created a logo for FCOTAT. All meeting attendees loved the logo with 2 proposed updates: adding a river to the “mountain” panel and the “city” panel should reflect Forest City using the skyline of FC. Duffy Samuel and Katie Zefran kindly donated the \$500 for the logo to be created by an artist which would then give FCOTAT the rights to the logo. Erin will tell Machi Systems to move forward with the artist’s rendering. The Facebook Steering Team would like to see a more personal banner on the pages. A drone picture of the city with the mountains in the background was passed around. Another suggestion was made for a skyline picture and a local community member is working to acquire that picture. FCOTAT will then decide between the 2.

Proposed taglines were mentioned: Small Town Hospitality with a big backyard; Community, Commerce, and the Great Outdoors; Eat where the Locals Eat. FCOTAT liked all the taglines and were asked to send more along if they came up with some.

Machi Systems is using Hashtags in social media postings. FCOTAT was asked to approve the current ones and offer more ideas. Current taglines include: #ForestCityPaOutdoors; #ForestCityOutdoors; #ForestCityPaOutdoorTown; #ForestCityPa!; #FCcommUNITY; #FCOTAT. Meeting attendees felt there is too much repetition and suggested using #ForestCityPaMerchants; #FCOTAT; #FCcommUNITY; #FCPA; #VisitFCPA; #ForestCityPaOutdoors; #ForestCityPa!

The goal of the FCOTAT social media platform was discussed. The Team feels the platform should connect Forest City to outdoor spaces and promote FCOTAT projects. Talks about linking fishing reports from the Fish and Game commission, FCOTAT project spotlights series, linking to Elk mountain for ski reports, connecting to the Game commission and announcing the hunting schedules, RTC bike rides and hikes, connecting to NEPA Sno and ATV trails to update people on their doings. Erin noted that all are great suggestions however she asked how these become deliverables. She stated we need a clear path from FCOTAT to Machi Systems with information like this. She asked who would be doing this work. Katie mentioned that this project would be a great one for the Junior Board however she has not had success with meeting with the school board yet. She is hoping to gain headway at their July meeting when the new superintendent is officially hired. Erin said she has already been in contact with FCR regarding a student to intern and Christine from Machi likes that idea. These details will need to be worked out.

Erin said that incorporating FCOTAT projects will take more work on the Team leaders to deliver pictures and hard documents with descriptions for the Facebook Team. This is also a Marketing Team job.

FCOTAT decided to wait for “hard launch” until the banner is chosen. Justin from Machi will provide guidelines on how to promote the launch once FCOTAT gives the OK.

#### F. FACADE PROGRAM (Katie Zefran)

Katie Zefran received an email from Gus Fahey reporting on the progress of the Facade program. Gus reported that ‘In addition to two projects that Phil Hodges was working on (from last meeting), Katie Cicilioni tells me that work on the 528 Main St. façade will happen in July, and work on 500 Main Street will start in August.’

Katie mentioned that Katie Cicilioni worked with Fancy Parsley for both 528 and 500 Main and the renderings are beautiful.

#### G. JUNIOR BOARD

As mentioned above, Katie Zefran will present this idea to the FCR School Board at their July meeting.

#### H. MURAL PROGRAM (Katie Zefran)

Katie Zefran reported on Gus’s email for the mural program update. His update is as follows: ‘I’m applying to the Sheldon Family Foundation for a mural on the Center Street side of 528 Main St. The mural will consist of eight 3’x6’ panels that will go atop the wood that covers the old windows. Each panel will have a historical theme, with some event from Forest City’s history. Two other small murals will go over the 2<sup>nd</sup> and 3<sup>rd</sup> floor double-doors at the back of the building that people can see from further down Center Street. I’ll also apply to Honesdale National Bank and Sardoni Family Foundation for grants.’

#### I. BIKE REPAIR STATION (Deb McNamara)

Deb reported that the Rail Trail Council noticed pieces missing from the bike repair station when they went to install. This has been the hold up at this point. Duffy Samuel offered to help and will stop to see Tim at Kost Tire.

#### PUBLIC COMMENT OR QUESTIONS:

Amy Bean mentioned an email she received from Mike Marabell, Dan Meuser’s representative regarding finding opportunities. Amy said the email was very hard to decipher and will forward to FCOTAT.

Deb McNamara received an email from Eastwick Solutions. Eastwick Solutions was Forest City’s consultant firm throughout the Outdoor Town Initiative. FCOTAT was asked to sit on a panel on September 18th regarding the Initiative and how it is helping the community.

#### CORRESPONDENCE AND ANNOUNCEMENTS:

The next FCOTAT meeting will be held on Thursday, July 6th, 2023 at 6pm at The Forest City Borough Building 2nd floor Council Chambers.

Katie Zefran will attend the next 2 council meetings, Monday, June 5th and Monday, July 3rd. It was noted that 2 council meetings will take place before the next FCOTAT meeting.

**ADJOURNMENT:**

Erin Debish made a motion to adjourn the meeting with Juliann Doyle seconding. All in favor 4-0. Zero opposed. Motion passed. Meeting adjourned at 6:47pm.