

**NJ Committee for the East Coast Greenway  
Board Meeting Minutes  
August 20, 2009—6:30 pm  
Katz Civic Center, West Orange, NJ**

**Present:** Mike Kruimer (Co-Chair), Anne Kruimer, David Ascher, Dolores Newman (Co-Chair), Mike Selender, Gary Johnson, and Mike Oliva

**Minutes:** The minutes of the meeting of July 16, 2009 were approved as amended.

**Membership:** Although the membership level was unchanged since last reported, it was discussed that there would be an effort at the October 11, 2009 ride to boost membership.

**Financial:** The Committee currently has approximately \$3,000 in its account.

**Website:** Jim McArdle is using Google analytics to keep track of the number of hits the NJ Greenway website receives each day and whether they are new or returning visitors. While the number of hits remained the same as the prior month, it was reported that New Jersey is the number three state in order of people viewing the website.

**Past Events:** The Kruimers attended the July 20 Executive Meeting of the Central Jersey Bike Club and the July 30 meeting of the Middlesex Greenway Coalition.

**Signage:** On July 31, three miles of signage was installed in Trenton from the Calhoun Street Bridge to the D&R Canal. The signage now goes from Trenton to Newark Penn Station.

**Kiosks:** On July 25 Mike Kruimer installed the Towson kiosk on the Northern Central Railroad Trail. On August 16 the Committee completed the installation of a kiosk at Nomahegan Park in Union County. The next kiosk will be installed either in Merrill Park or Roosevelt Park in Middlesex County.

**Marketing:** The bike shop discount program is being rolled out slowly. The Committee will try to get Campmor, Ramsey Outdoor and EMS in Bergen County to join the program.

**Hudson Loop Ride:** The Committee is hoping that the October 11 Hudson Loop Ride will attract new members. We want to be sure that we have people to collect names, phone numbers, and email addresses of participants. A website will be used to get people to pre-register for the event. There will be a mass email with the date of the event and a link to the registration site.

**Funding:** The Dodge Foundation money has not been received yet because of delays in funding due to the economic situation but they said they would be flexible. A grant application is due to be filed with the Schumann Fund in October. We also plan to file an application with the Victoria Foundation.

**NJ Bicycle Coalition:** This organization was started in the Spring and is looking for members. Ted Semegran and others from the Bicycle Touring Club of North Jersey are involved. Its website is [www.njbike.org](http://www.njbike.org).

**Alliance for Biking & Walking:** The Greenway is a member. We can apply for money for innovative programs although a letter of inquiry is required.

**Next Meeting:** Scheduled for September 17, 2009 at 6:30 pm either at the Katz Civic Center in West Orange or at the Baird Recreation Center in South Orange.

The meeting was adjourned at 8:00 pm.

David Ascher, Secretary