

**NJ Committee for the East Coast Greenway  
Board Meeting Minutes  
March 19, 2009—6:30 pm  
Stelton Community Center, Edison, NJ**

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

**Membership:** Dolores was awaiting membership information from the national office which had not arrived prior to the meeting. It was mentioned that membership cards would be mailed shortly to members in conjunction with the rollout of the program enabling members to obtain discounts at local bicycle shops.

**Fundraising:** There was a discussion regarding the use of an experienced fundraiser to assist the Committee. Dolores informed the Committee of her discussion with Ron Gold, a semi-retired advertising executive. He is willing to provide assistance in the form of drafting a fundraising letter. He suggested that people donate to friends and neighbors primarily rather than to specific causes. He mentioned the idea of identifying a well known individual who could be used as a spokesperson for the organization.

**Funding:** A report is due to the Dodge Foundation on June 1, 2009. The Schumann Fund grant proposal is due by July 15, 2009 and needs to be tied to New Jersey schools, with emphasis on education in Newark. An application to the Kodak American Greenways Program is also due on July 15. A grant application will be filed with the Norcross Wildlife Foundation for \$5,000 for funds for the design and printing of a hand-out piece for events in the fall.

**Kiosks:** We are waiting for Union County to provide dates for the installation of a kiosk. Need to follow up. National wants the Newark kiosk to be placed inside Newark Penn Station. It was suggested that a kiosk be placed on the D&R Canal Trail at Alexander Road in Princeton.

**Signage:** The signs in Middlesex County are almost complete. Approximately 20 more arrows are needed. There are plans to go out on March 24 to sign Newark. By summer it is expected that the route will be fully signed except from Newark to Jersey City. (Note: The Guide indicates the route from Newark to Jersey City via PATH.) It is also expected that there will be East Coast Greenway posters in the ferry terminals.

**Events:** Hudson Loop Ride – September 12.

**Other Local Networking Opportunities:**

Risa Olinsky's Health and Wellness Professionals Network: <http://www.hwpn.org/>

Colavita Olive Oil: <http://www.teamcolavita.com/>

**Blog:** Mike Oliva, Mike Kruimer, and Mike Dannemiller have a "Three Mikes Blog" at: <http://greenway.org/forum/topic.php?id=4>

**Next Meeting:** Scheduled for April 30, 2009 at 6:30 pm. Location TBA.

The meeting was adjourned at 8:15 pm.

David Ascher, Secretary