

**NJ Committee for the East Coast Greenway
Board Meeting Minutes
October 15, 2009—6:30 pm
Baird Community Center, South Orange, NJ**

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

Guests: Steve Marano, Dan Rapoport, and Howie Glick

Minutes: The minutes of the meeting of September 17, 2009 were approved as submitted.

Membership: Current membership is now at 325.

Newsletter: Howie Glick, using Constant Contact, will set up a periodic newsletter which Dolores Newman will prepare. Constant Contact charges \$15 per month for fewer than 500 recipients. One can also use Constant Contact to obtain survey results.

Website: It was proposed that a link to www.bicyclesafe.com, a bicycle safety website, be added to the NJ Greenway website.

Kiosks: It is almost definite that the next kiosk will be installed at Merrill Park in Middlesex County. The installation is scheduled for Friday, November 27, 2009. Panels will be printed based on the drafts shared at the meeting.

Funding: The Dodge Foundation funding was received and the ECG will receive guidelines for the next application. We did not receive the Kodak American Greenways grant. The application for the Victoria Foundation Walking School Bus grant is due. The ECG received \$19,000 from NJDEP to promote the ECG. We had applied for \$25,000. The grant covers \$6,500 for travel expenses for Committee members participating at events—presentations, bike rides, ribbon cutting ceremonies, etc. The purpose of the grant is to bring the public together to promote the ECG. The grant was written for 26 events—one event for each municipality the ECG traverses in NJ. The events are to be completed by the end of 2010. The \$19,500 breaks out as follows:

\$6,500 Travel
\$4,000 Food and event expenses
\$4,000 Venue/facility expenses
\$5,000 Staff time (Mike Oliva)

We need to measure the effectiveness of the events. We can use the total event attendance compared to the number of people who stopped by the booth or table. We need to get PR for the events into local papers as well as post-event blurbs through press releases. Announcements will be made in the NJECG monthly newsletter.

6th Street Embankment: It was reported that the preferred name is the Harsimus Stem Embankment. At a recent design charrette 150 professionals reviewed and discussed the project.

Hudson Loop Ride: It was concluded that the lessons learned from the comments received after the recent ride should be incorporated into a to-do list or manual so people in the future can benefit from them. For example, cue sheets would have been helpful. A thank-you letter to the participating cyclists was reviewed.

Bike Shop Discount Program: The focus of this program perhaps should be on larger store such as REI and Campmor rather than smaller bike shops. Mike Oliva will approach REI.

Recent Events/Meetings:

- 9/19 Edison Greenways Clean Up
- 9/21 Central Jersey Bike Club joined NJ Bike Coalition
- 9/22 Dan Fisher spoke at NJ Highway Traffic Safety Meeting
- 9/24 REI “soft opening” in East Hanover, NJ
- 9/25 Bike Rodeo-Princeton University
- 9/27 Bicycle Tour of Woodbridge (poor attendance due to rain)
- 10/3 Octoberfest at Essex County Environmental Center
- 10/3 Bike Montclair (Gary Johnson attended)
- 10/11 ECG Hudson Loop Ride
- 10/13 Groundbreaking ceremony—D&R Canal
- 10/14 Morris Area Freewheelers—Revolutionary Ramble (530 riders)
- 10/18 Bike School-Newark (coordinated with Breast Cancer Walk)

Newark Waterfront: Gary Johnson reported on the three walking tours, covering separate portions of the waterfront, set up by the City of Newark along the Passaic River to move forward the planning process with respect to making the waterfront vision a reality.

Liberty Water Gap Trail: Steve Marano explained the development of the route of the Liberty Water Gap Trail and reported that this “trail of trails” is 90% complete. It runs from the Delaware River to the foot of James Street in Newark. It was agreed that the ECG should piggyback with this trail between Jersey City and Newark.

Middlesex Greenway: It was reported that the Middlesex Greenway is getting \$1 million for work that should be bid in March. NJDOT will be doing the environmental permitting work.

USDOT: Dennis Markatos-Soriano and Mike Oliva met with the Deputy Secretary of the US Department of Transportation about the ECG and he asked how can he help.

Future Meeting Date: January 14, 2010

The meeting was adjourned at 8:30 pm.

David Ascher, Secretary