Ad Hoc Harbor Trail Committee Meeting Minutes for 08 Aug 12

Members Present: Louise Maclellan-Ruf, Chair; Kirk Folk, Secretary; Audrey Lovering, Rockland City Representative; Peter Richardson, Kyle Swan, Rodney Lynch, Lorraine Francis

The Chair called meeting to order at 1605.

Audrey will have last meeting's minutes soon.

Concerning the $35K grant from the Bureau of Parks and Lands, Audrey spoke about how the city is currently planning projects and inserting projected funds into the budget. Audrey clarified that the municipality is really responsible for city-led Harbor Trail project funding, not the Ad Hoc Rockland Harbor Trail Committee. The committee is only responsible for the public relations part. Rodney was skeptical that we will ever receive money from the city if we do not actively attempt to fund the trail ourselves. With as much as Audrey is responsible for in her city position, she does not have the time to write the grant. Louise volunteered to write the grant with Audrey providing info, where possible. Also, Louise requested help and information from Rodney based on his experience. Lorraine volunteered info and help from the Mainstreet point of view.

According to the results of the recent survey and presentation on the findings, the City of Rockland has a vast amount of space adjacent to the road in which to construct the Ocean Street to Mechanic Street portion of the trail. This is ample space to allow for the trail design through that area that the committee wants to build. The design firm presentation was very positive.

The committee looked at a map of the waterfront to begin planning for the intitial placement of trail markers. Louise recommended we acquire and place 40 signs initially, 20 marking the path in one direction and 20 marking the opposite direction. Lorraine suggested using Bulldoc, the prison work farm, to install the markers. It is a public service from their point of view. They only require direction, and they provide their own supervision. We will need to decide on a pole design. Louise asked Audrey to check with the city to see if they have any poles we can use. Audrey suggested we purchase as many as we can within the $1000 we must spend by the end of the year. The committee agree it would be best to pursue signs with a green background and an arrow sticker we can place in the direction we want. Kyle and Audrey will both research getting the signs made, and Lorraine will research the logistics of getting the signs in place. Kiosks will be aquired at a later time, as the current priority is to get the signs in place. "No smoking" signs will also be obtained, for free, and placed on the sign posts as we go forward.

As part of the Public Relations Campaign, the committee felt it should design and purchase thank-you cards with our Harbor Trail logo letterhead for sending to volunteers/donors, etc. Audrey suggested trying to partner with, for example, the Lobster Festival for their fun run. She also suggested a television spot on our local tv station. Peter suggested conducting local tours with kids. Lorraine reiterated the emphasis on this being a walking trail vs. a bike trail. Louise informed the committee that a possible bike trail is being addressed in another forum. Kirk suggested a sign logo change from an "S"-like pattern to an "R"-like pattern to tie the trail to Rockland. Discussion led to a possible change to include a single thin line to the left of the trail

curve logo, as suggested by Peter. Louise will ask Joan to redraw with the new look for further approval by the committee. The committee decided it prefers a long-term "brand" with a logo that can represent Rockland and eventually be easily identified when printed on T-shirts, stickers, etc. Maine Media Press was also suggested as another source for advertising/partnership. Kyle's wife will contact Loiuse for guidance and then contact Maine Media to start a dialogue. Louise will look into a small tv segment by a local tv personality.

Audrey discussed an upcoming reorganization within the city that would include a Parks and Recreation Department which will have the responsibility for maintaining the Rockland Harbor Trail. Lorraine suggested the Rockland Mainstreet non-profit organization could request help from the prison inmates to clean up the community and not have to get into the special rules that would apply if the city were to seek their assistance.

Rodney moved we adjourned. Kyle seconded. Meeting adjourned at 1736.