

**BORDERLANDS
VILLAGE INNOVATION
PILOT TEAM MEETING**

**Room 102, Killingly Town Hall
June 22, 2009, 7:00 PM**

Meeting Minutes

Attendees: Janice Thurlow, Keith Thurlow, Ed Eramian, Virge Lorents and Donna Bronwell
Staff Present: Linda Walden, Sue Westa, Elsie Bisset, Ariana McBride and Jill

Chair Janice Thurlow called the meeting to order at 7:08 PM.

Upon a motion by Ed Eramian, seconded by Virge Lorents, the May minutes were unanimously accepted as written.

Ed Eramian provided an update on public water access efforts. There will be a series of 8 informal, unsponsored paddles to bring attention to the water resources. The next is Friday at Pond Road at 5:30 PM. They will be in visible locations. Wear bright clothes to attract attention. Virge Lorents said spread the word. Ed Eramian and Eric Rumsey are working on a website. There was discussion on long-term existence of a group, insurance, liability, non-profit status. Linda Walden said there is a state statute limiting liability for free recreation. Virge Lorents suggested there should be a slogan for the flash paddling. Ariana McBride said she can research models for an organization including legal aspects. Ed Eramian said photos are/will be on Last Green Valley, KCC, and Borderlands websites.

Donna Bronwell said we need to get this before the council on TV. Sue Westa and Linda Walden said Borderlands will be before the council for the work plan agreement. Donna suggested a five minute presentation with photos, etc and Janice Thurlow said it would be most effective with the work plan.

On September 12, there will be a clean-up of the Five Mile River in the downtown area from 9 to noon. This is a Last Green Valley project. Ed Eramian and Elsie Bisset are involved.

This Wednesday night, with Last Green Valley and Joe Monroe of National Park Service, there will be a planning session for next year's events with a focus on four water trail river segments. Elsie Bisset and Ed Eramian plan to attend. A paddle guide and events are in the works. Virge Lorents said this can be used as evidence for the Town Council that natural resources can serve as a segment of economic development.

#4 on the agenda was discussed next. Virge Lorents explained Arlene Gauthier teaches a water unit at the middle school. Linda Walden has her email for contact to connect the students with the water resources and mill history and our Heart and Soul goals. Jill suggested a map of geography, watersheds, relief maps and Ariana suggested Borderlands handouts and youth engagement.

Ariana McBride discussed the software CommunityViz and training for town staff as part of the work plan. It can analyze fiscal, environmental and economic impacts of projects.

Sue Westa will ask Peter Flinker to attend our July 23 meeting to discuss what he can do for us or get other dates he is available. Elsie Bisset suggested a Gateway project. Ed Eramian said to promote infill, greater densities, and incentives to upgrade properties. A tax freeze for a number of years on property improvements can work. He mentioned the Home CT program. Linda Walden said she has heard the council ordinance sub-committee may re-visit the blight ordinance soon.

Sue Westa is doing research on tools for Exeter that will also overlap with Killingly. She is reviewing TDRs, etc and should have a report ready for the fall. Linda Walden and Elsie Bisset will attend the council's Fiscal subcommittee meeting in July in preparation for taking the work plan agreement to the council meeting in August. Linda will also be following up with Arlene Gauthier for school involvement through the water project.

Ariana McBride said Jill of Orton Family Foundation is a communications associate and can help us with PR, language for the website, etc. Jill is meeting with Sue Westa and Kevin Essington on Wednesday on how to spread the word on the project regionally.

Janice Thurlow is attending Exeter's meeting on Wednesday regarding the Discovery Process. Ariana said to use the Discovery Process to reconnect the public to the project's next phase and to regroup. Revitalize the Pilot Team membership. Keith Thurlow said the event at the church was the best attended. Ariana said "What's the message; What is the call to action? What will be concrete action when people are engaged?"

Donna Bronwell said KCC is planning a Protecting Family Lands event in September open to the region. This is an opportunity to spread the word.

Ariana and Jill next led an exercise in mapping groups including network/group; connectors, communication; gathering places. Main Street Inc was used as an example. Use tools such as handouts, conversations, and general publicity at agreeable locations. Jill said ID goals, language and accomplishments that work. Put posters around town: "What's happening with Borderlands" and have different answers on each. Sue Westa said she will put out a press release on water access. Ariana suggested that the local paper run a series of "ID this spot" photos. Matt of the Villager and John Penney should be included. Ariana said who are 10-15 people you need to contact; what are 5 or so events you need to be at? Janice Thurlow said we need to use the Discovery Process before our next event. Elsie Bisset will change the town's Borderlands website message routinely. Virge Lorents suggested changing the photos for more of a splash also. Ariana suggested a contest for photos of great places in Killingly with a small prize. Virge suggested emailing out a daily photo or blurb. Ed Eramian said we are missing out on local news in newspapers because of the cuts for savings. We need to fill the gap. We will target the Killingly Cooks event on September 19. Virge Lorents said we need a prime real estate spot there. Elsie Bisset will handle that.

- **NEXT MEETING:** The next meeting is **Thursday, July 23 2009 at the library at 7 PM unless Peter Flinker cannot attend.**

Adjournment - At 9:25 PM upon a motion by Ed Eramian, seconded by Donna Bronwell - unanimous

Respectfully submitted:

Linda Walden, Recording Clerk