

East 40 Advisory Committee

1 November 2024

Zoom Link: <https://northampton-edu.zoom.us/j/91361085534>

### October Minutes

Participants: Katelynn Frey, Cindy Vojnovic, Kelly Allen, Joshua Holloway, Alex Zuniga, Nathanael Ramos, Robin Cunconan-Lahr, Rodney Weems, Alex Brands, Cathie Given, Gina Turner, Carol Burns, Kegan Hilaire, Rachael Gorchov, Catarina Di Maria, Holly O' Connor, Christine Pense

### Agenda:

- Classroom Update
  - Township Meeting
    - Met with zoning board on Monday October 28<sup>th</sup>, currently zoned rural residential, but we are applying for an instructional overlay. Zoning Board is concerned about over development. After Kelly Allen shared the East 40 mission, the board plans to push our application to the board of commissioners and a public hearing.
  - Commitment to preservation?
    - Environmental preservation and community building as our mission. We are working to creating verbiage in our zoning plan that shows commitment to the land.. Touch base with advisory members in December on what this language is.
  - Funding?

- Still .9 million dollars short in funding. Kelly Allen spoke with Bill Smith regarding making connections to gain more funding.
- Capital Campaign is up for discussion. Can we put together a list of donors that have a nesh in agricultural and environmental stewardship that we can submit a proposal for funding? This topic will be discussed in further detail in our December meeting.
- EPA Grant? – Heavily competitive, does not fully align with our funding needs.
- Cars at the East 40
  - Security Report
    - Off duty security reported an individual claiming to be East 40 staff was speeding on East 40 dirt road. Based on the person’s description, this individual is not on staff. Core East 40 staff is working on signage to only allow east 40 staff and community gardeners down the dirt drive lane.
  - Township feedback
    - Community members are concerned of over development. East 40 staff and advisory members will work to outline our plans for land preservation and outline exact land footprint of the classroom.
- East 40 Strategic Plan
  - A small group will be meeting on November 7<sup>th</sup>, 2024 to begin the process for developing the East 40 Strategic plan. Katelynn Frey and Kelly Allen have created an outline inspired by the work of the Diversity equity and inclusion committee’s strategic plan.
- Volunteers and student workers

- From September 26<sup>th</sup>-October 31<sup>st</sup>, we have logged 88.5 student volunteer hours. We have officially switched our volunteer days to Tuesdays (11am-3pm) and Thursdays (10am-3pm) based on student availability. We have noticed a decline in attendance due to midterms. We will use this volunteer data to better understand student's ideal participate time.
- Marketing and PR Update
  - Website peaked in the summer do to the Lenape Conference
  - Email Newsletter open rate is at 65%
  - We are working on creating better signage to direct folks from the parking lot to the East 40.
- Final Farm Market
  - Took place on October 30<sup>th</sup>. Farmer Kegan expressed gratitude in his first market at NCC. Summer time and the final market day were great in regards to sales and overall turnout.
- Rodale
  - Prior Learning Assessment- Meg Turner will be moving forward in her department to build this connection with the Rodale Institute.
  - Partnering with Rodale Institute to help give RIFT Interns college credit for the work they do in the RIFT Program.
- East 40 Residencies
  - [Draft of Mike's Song](#)
    - More structure is needed within the program. Kelly and Rachael will follow up regarding this structure additions next month.
- Kiln Firing

- Currently in a fire ban due to low precipitation. We may need to reschedule our November 22<sup>nd</sup> firing if this ban is not lifted.
  - Grants
    - [Susan Wild-REAP funds](#)
      - Half a million dollars was awarded to NCC to support farmers and small businesses to assist them in reducing their emissions.
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Questions:

Take aways:

Decisions made: