

East 40 Advisory Committee

11 October 2024

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

September Minutes

Participants: Kelly Allen, Carol Burns, Robin Cunconan-Lahr, Katelynn Frey, Rachael Gorchov, Christine Pense, Nathan Ramos, Kate Scuffle, Holly O'Connor, Cindy Vojnovic, James Weiler, Alex Zuniga

Agenda:

- Welcome Katelynn!
NCC East 40 Coordinator, started Sept. 23. Worked at Rodale Institute, St. Anderson campus. Advocate of organic farming and is an herbalist. Roles: serve as partner in program development; project and program coordinator; develop written processes and records.
- Volunteers and student workers
Most students joining in on Thursdays – considering moving Friday hours to Tuesday. Since Katelynn's onboarding, 55 student-hours. Published job listing for up to 5 student-workers; hopefully one can start next week. Also tracking class visits from faculty, so we have info about number of students, student outcomes, and activities; so far 11 classes have visited.
- Marketing and PR Update
We use a variety of tools to share information about the East 40 initiatives, including three social platforms, a monthly newsletter, and our website (ncc-east40.org). As appropriate we also use media releases, online calendar listings, Today@NCC, and signage (including display monitors on all three campuses). Carol offered some baseline stat's for social media, newsletter and website ([LINK](#)).

- Autumn Equinox Recap
Held on Sunday, Sept. 22 – met in afternoon (warm day) under shed for story sharing. Turnout was pretty good. Offers an opportunity to connect and share stories. Next: Winter Solstice on Dec. 21; plans to come.
- Farm Market
Continues to grow; every week we see increased attendance and more vendors. Fewer community members – parking? Baking students attended during summer markets, have not been attending since classes started – hope to reinstate that aspect in the spring. Last market will be on Oct. 30. Kegan is working on a November produce box. Parking: we can get some tokens for the Student Enrollment Center parking lot and hand out to the FM patrons. May want to rethink signs; QR code for map?
- East 40 Classroom Update
Currently \$900K short on build. Bill Smith, Kelly, NCC solicitor and architectural firm’s engineer will be meeting with the Township. E40 acreage is still zoned for agricultural so this is to begin process to change the zoning to match the college’s zoning (the college’s zoning would be overlaid onto this acreage). Three architecture classes have been measuring the buildings and will create drawings that will be used for this application.
- East 40 Residencies (Rachael)
Sasha Phyers-Burgess is currently overseas; as part of her residency she is compiling surveys from folks who interact with the East 40 and will create a zine ([link](#)). Mike Lorenz and Anne Sipos are still spending time on the grounds as they work on their projects. For last year’s residents, Abby Micheline created the Poetry Walk as her culminating project. Amanda Thackray’s culminating project installation will be up for Winter Break, with an opening on Jan. 30 (tentative).
- Clay Research and Ceramics Manager Position Approved
Cindy has taken on this new position, with thanks to Christine for helping make this happen. Our ceramics initiatives are exciting but this will help put a focus on them. She will be organizing the space, and addressing the legalities of us

running the kiln. The wood kiln will be fired on the afternoon of Nov. 22 and running several days; Cindy and NCC ceramics faculty member Gabby Gentile will be including their students. East 40 land contains a vast store of clay; Cindy will be helping to build awareness of this and the geological story. Working to make a welcoming and functional space. Supporting future artists in residence. Developing clay and glazes from materials prospected from East 40 land. Possible monthly “open house” hours as a way to build awareness? Also wants to develop additional community ed sessions, like the Natural Dye workshops currently running. James volunteered to help with zoning issues.

- Rodale
Tabled til next month in the interest of time.
 - East 40 Strategic Plan
Katelynn will take lead on organizing interested folks; she has created a document with the four main pillars of the college’s strategic plan so we can start aligning the East 40 activities and initiatives. Create shared folder for this purpose. Important so we can communicate what we do; this will help build the case for additional funding requests.
 - Grants
Need to step up and be more deliberate on grant work. Previously shared potential initiatives to build student engagement and community engagement.
 - Community Ed
Kelly, Carol and Katelynn will be meeting with NCC Community Ed staff later in the month to create plans/processes for us to offer our own classes.
-

Questions:

Take aways:

Decisions made: