

Meeting Notes – Online/Phone Meeting 7/9/18

Danville Village to Village Steering Committee

Present:

Richard Amore
Keith Gadapee
Michael Hogue
Ken Linsley
Alison Low
Pete McAllenney
Sara Stinson
Kate Whitehead

Agenda Items and Discussion

Alison mentioned that NVDA has pedestrian counters. It was agreed that they should be located at the Railroad Station, Marty's and West Danville. VAST should be contacted to determine if they have any wintertime counts for this information.

[Question: Who is responsible for contacting VAST?]

Agenda Item #1: Overview of meeting and event timeline.

Chris reviewed the timeline of the project as it relates to planned public engagement and meetings of the Steering Committee. Steering Committee meetings will generally be every other month, depending on specific project milestones. Typically, they will be to prepare for an event or task, or to debrief following an event or task. Key public engagement events will be scheduled for August (8/11 – The Fair), October (date TBD), May (date TBD), June (date TBD), July & August (dates TBD).

Agenda Item #2: Overview of Web Site and Discussion

Chris updated the Committee on web site progress. A url has been registered and he is in the process of building the web site. He has asked for photos that he can be used to make the site engaging and distinctly Danville. Photos should focus on people doing things in Danville, Danville events or unique places. They do not have to be focused on the LVRT, although some trail photos will be desirable. At a later point in the meeting, someone suggested that the Joe's Brook Rd. Duck Race might be a great photo opportunity, as would the Winter Hot Dog Party in Green Bank Hollow. Kate was able to connect with Matt Payeur about providing photographs – he will!

Kate also suggested that we include a "resources" page with links to relevant

organizations.

Chris's intention is to have the site live by Monday, July 16.

He asked several specific questions related to the web site:

- What is the Project's Tag Line? Recognizing that 'Village to Village' does not obviously explain what this project is about, it makes sense to have a tag line that helps make it clearer to people. The Committee batted around several ideas, including:

Making sure "motion" was part of the tag line.
"Master Planning for Improved Mobility"

Chris asked that the Committee send him any ideas by Thursday, July 12th. He will then package them up and email a list of them out to the group to decide on. A decision will be need to be made by Monday the 16th, although a tag line could be added at a later date if necessary.

- What are some good for ways to engage people via the web site? Chris suggested the idea of a photo submission contest in which one submitter would be selected at random to win a local gift certificate (or the like). The web site will have the capability of running single question polls. Alison suggested a Danville Trivia Contest (perhaps with some assistance from the Historical Society?)
- Do we want to set up a project mailing list? Chris indicated that he can use MailChimp to organize an email mailing list that would be used in addition to other social media to distributed information. The consensus was "yes." It was also proposed that we provide an opportunity for people to sign up at the booth at the fair.
- Will we have a need for online polling? There will be at least one instance in which citizens will be provided the opportunity to respond to an online survey (related to activity centers and connectivity).
- Will we want online discussions via the web site? Chris asked if there would be any need for online discussions via the web site. If so, they would be moderated. Alison requested that we not rule out the possibility.

Agenda Item #3: Official Announcement – Brainstorm

Chris asked the Committee to consider what this project was "trying to sell" and who the "ideal customer" is and how will the project help them? The Committee brainstormed and came up with the following concepts:

- Who the “ideal customer is:” People of all ages – anyone who wants to be more active in the community. Anyone who wants to be in Danville.
- What we are “selling:” The creation of a sense of place and sense of community. An improved economy. Improved safety, accessibility and amenities for an active community. Making the Danville branch of the LVRT the most unique part of the trail that builds the local economy.

The announcement will be distributed via social media and sent as a press release to the Caledonia Record and the Northstar Monthly by July 16, 2018. Chris will develop a one-page flyer that can be distributed to people introducing them to the project. It will tell people where to look for the latest information and who to contact if they are interested in participating.

Agenda Item #4: The Danville Fair

The Fair (8/11) will be the first significant engagement event for this project. It will include the following:

- Project Booth and/or table, where we will:
 - Conduct a story map exercise (which will also be done online)
 - Talk with people about the project
 - Collect emails for email mailing list
 - Collect completed intercept surveys
- Conduct one round of Intercept Surveys:
 - Chris will draft an intercept survey for review at the next meeting (prior to Fair).
 - Committee will organize people to conduct survey. For this particular instance of the survey, it may not be necessary to have it at multiple trail locations, but instead have it at the Train Station (to catch any people using the trail to get to or from the Fair) and the Project Booth. *[note: Rachel suggests two people to conduct the survey for two hours]*
- Parade Float
 - Volunteers are organizing a parade float to kick off and highlight the project. Information will be included on the float, including the web site. A banner may be made that can be transferred to the booth at the fair.
 - Chris offered the use of D&K’s plotter if needed.

Next Steps

Chris will:

- Send out a doodle poll for the next meeting.
- Finish web site and Official Announcement by July 16, 2018
- Prepare intercept survey and survey guidance for review at next meeting
- Work with Kate and Fair Representatives to organize booth

Committee will:

- Organize the Parade Float
- Organize Volunteers for Intercept Surveys
- Follow up with ideas for Project tag line or slogan by 7/12
- Provide Chris with any excellent photographs for the web site