

November 8, 2016

Voting Members, Present: Becki Christopherson, Nori Grudin, Jennifer Bangser, Chris Bradley, Susan Wallerstein, Helen Roman, Janet Evelyn, Lynn Massey

Voting Members, Absent: Sophia Gevas, Shruti Chalmani, Jeff Price

Friends, Present: Melissa Slattery, Judith Bacal, Diane Jellerette

Guests: Laurel Peterson, Mike Moccia, Wendy Bodden, Stella Franco, Julio Pardo

Meeting called to order 8:33am.

Guest: Mike Moccia, Parks & Rec, Fodor Farm

The state health department provided grant money for the community garden. The city made an investment in what they had; the city sold off the adjacent property and used the money to invest in Fodor Farm. The initial quote was \$1.2 million, but by using city employees they did it for \$498,000 in 5 years. The employees are proud of their contribution to the community and really got to use their craftsmanship to work on the property. Another grant from DEEP paid for more community gardens and the barn. The community gardens are full every year. Everything that is here is what was here originally. The Pavilion was the old carriage house. The greenhouses are where the chicken coops are, and the apple orchard is maintained. The State Historic Commission provided a grant of \$130,000 for work on the house itself. There are cooking programs now, and there are four grassroots tenants in the house which pay for the utilities, and they have to do one fundraiser a year for the perpetual care of the property. It is self-sustaining. They will do their own programming. There are two conference rooms. The properties get rented out for weddings and private events to generate money for the city. The caretaker's apartment still has to be finished, and the renter will get a reduction on their rent to take care of the farm and manage the programming. Friends of Fodor used to be made of the community gardeners, but Mike had a bigger plan for the property. Now that it's all done, Mike would like to reintroduce the Friends of Fodor, including the tenants as well as members of the community. Most of our parks are running themselves financially. Lynn - truly integrated venue by age, ethnicity, etc. where people share ideas and help each other just because of the garden.

Report: Laurel Peterson, Poet Laureate

Raining Poetry is on the ground in South Norwalk on North Main Street and across from the Maritime and by Washington Prime. Amazing event Thursday night at the library as part of the Poets in Conversation series with about 25 people in attendance. There will be another one December 1.

Report: Judith Bacall, Consultant, Mobile App

The mobile app has launched and The Hour gave front page coverage. Revisions are in progress. Meeting tomorrow at 9am for next steps at City Hall, room 231. The goal is to monetize it so it becomes self-supporting. If a business pays Otocast to have a point on the map, then the city gets rebated our fees.

Report: Melissa Slattery, Consultant, Mayor's Gallery

The idea to use art skills of city employees is a bigger project than previously thought, so she is planning to use the new app for the next gallery show. The show will hopefully be up in mid-December. The next one may be on Fodor Farm.

Report: Susan Wallerstein for Kathy Hebert

Yankee Doodle - There was a preview in October.

Maritime Garage - Next show goes up in December. They are considering having weekend hours.

Report: Nori Gudin, Member, Social Media

Jennifer suggested using HootSuite to help manage the social media. They are trying to share more information rather than creating new content, and differentiate more between Facebook and Instagram. #livelovenorwalkct - to autoshare, you have to tag them on Instagram (@). Susan suggested that Nori write out instructions for the three platforms in an email for us.

Report: Janet Evelyn, NICE

The date is July 8, 2017, the first Saturday after Independence Day. They had over 5000 people at the event with 3000 hits on the webpage. There will be a kick-off at Fodor Farm on June 15.

Report: Susan Wallerstein, Chair Report

Public Art Tours - We approved \$1000 to create two more walking tours. Lilly & Judith are working on two tours. The bike tour hasn't moved much further but she met with Mike from Pedego, and they agreed that taking a group of people on electric bikes would be the next step in developing the tour.

Budget for the year and an update - we have the resources to authorize engaging a consultant (Judith) to take the next step with the mobile app to monetize it. Motion to engage, Lynn; 2nd, Jennifer, passed unanimously. Also a motion to authorize funding for a consultant to manage public art tours. Motion to engage, Jennifer; 2nd, Chris, passed unanimously.

Ordinance Committee - Susan will meet with them on Tuesday and provide a simple, light version of the ordinance that will allow the concept to move forward.

Melissa is working on labels.

Adjourned, 10:02am