



The Borough of Highland Park

Sustainable Highland Park

County of Middlesex, New Jersey

P.O. Box 1330

HIGHLAND PARK, NEW JERSEY

TEL. (732) 572-3400 FAX (732) 732-6006

June 28, 2023

Sustainable Highland Park (SHP)

Monthly General Meeting Minutes

ATTENDEES:

Tina Weishaus
Lisa Kaplan Noss
Rose DeLorenzo
Randy Solomon
Mark Lesko
Claudia Farber
Nicole Wines
Paul Sauers
Aaron Todd
Sharie Nice Todd
Irene Riegner
Matt Hersh
Nadia K
Jack Burr
Kevin Dougherty
Chris Perez

AGENDA:

- 1) Welcome
 - 2) Nicole Wines from Raices introduction on stewarding the Environmental Center (EC)
 - 3) Council Liaison report
 - 4) Brief Announcements - Woodbridge campaign, Stop Burning Fossil Fuels on Sun Sept 17
 - 5) Developing subcommittees to be more effective - discussion
 - *Clean Ups
 - *Farmers Market Tabling
 - *Adopt-a-Drain Committee
 - *Native Plantings, rethinking landscapes
 - 6) Social Media Committee
 - 7) Children's programming Committee
 - 8) Outreach Committee - to Triangle, to apartment complex owners, by neighborhood
 - 9) Inflation Reduction Act (IRA) benefits and energy efficiency and emissions reduction education
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- 10) Composting Committee - Advocating for Middlesex County to have a facility

- 11) Leaf blowers Committee (?)
- 12) Policy - Legislation Committee (?)
- 13) SHP Orientation Committee (?)
- 14) Additional Ideas

MEETING MINUTES:

1. *Welcome and introductions around the table*
2. *Nicole Wines from Raices introduction on stewarding the Highland Park Environmental Center (EC)*
 - Raices to begin stewardship of the EC building for arts, history, ecology programming
 - Borough to maintain EC grounds
 - Raices to maintain a programming calendar and procedure for scheduling public events on request, with advance notice
 - Sustainable Highland Park meetings to be held in the EC
3. *Council Liaison report*
 - Nothing to report
 - Discussion
 - i. SHP members shared examples of updates that would benefit SHP
 - Grants applied and received (ANJEC HP Trails \$1500 grant)
 - **Action Item:** Future reports of pertinent info to be made by email
4. *Brief Announcements - Woodbridge campaign, End Fossil Fuels on Sun Sept 17 in NYC*
 - Upcoming Woodbridge Fossil Fuel Rally (Borough of HP passed ordinance in opposition to the power plant)
 - March to End Fossil Fuels (NYC), September 17, 2023
 - i. Discussion:
 - Can something be done locally?
 - Sept 17 is during Rosh Hashanah
 - GreenFaith
 - Arts In the Park, September 10, 2023
 - i. Irene Riegner submitted an application on behalf of SHP to table
 - **Action Item:** will need SHP staffing for the table
 - Discussion: How should SHP table at events? i.e. programming, activities, outreach materials
5. *Developing subcommittees to be more effective - discussion*
 - *Clean Ups
 - *Farmers Market Tabling
 - *Adopt-a-Drain Committee
 - *Native Plantings, rethinking landscapes
 - **Communication subcommittee:** Chris P., Lisa N report on social media and communication initiative
 - i. Chris P., Lisa N., and Meli S. met in June to discuss overall communications goals and strategies
 - Reach more residents by cultivating audiences by increasing regular posting on existing social media accounts (Facebook/Twitter, and email list)
 - Build up a bank (google doc or email account) of content created by SHP members for posting including:

- a. Evergreen (good for posting anytime)
- b. Event Announcements
 - c. Special features
 - Discussion:
- a. Recent website improvements have led to a significant increase in clicks
 - b. Social media content and audience interaction is a way to tie current SHP programming and mission together with outreach goals
 - ii. Subcommittees and other working groups: Can creating subcommittees on general topics and interest areas OR projects improve the growth direction, and sustainability of SHP?
 - How should subcommittees be organized:
- a. Organizational/administrative, ex. Communications, outreach
- b. Topic based, ex. Composting, Energy, policy
 - c. Program, project, or action based, ex. Adopt a Drain, Children's programming
 - Discussion: Outreach
- a. Ex. Karsey (Mollimock-Graf) Park native plant giveaway and reaching new audiences
- b. Organize district meetings to reach specific geographical and demographical areas
- c. Orientation information for new or interested participants
 - d. Should there be a subcommittee meeting between general meetings?
 - Discussion: Children's Programming
 - a. Plan a monthly children's activity,
 - i. Potentially use EC building
- b. Interested: Irene, Mark, Sharie, Rose

Minutes not completed