

HEIGHTS GROWS

MEETING MINUTES

DATE: August 14, 2021

Location: The Dell, Camden County Park, Haddon Heights

Members and Volunteers Present: Maureen Joos, Cyndy Mullineaux, Adrienne Evans, Dave McCollum, Colleen Gross, Karen Schultz, Miriam Mlynarski

Cyndy opened the meeting at 10:00 A.M.

Volunteer Recruitment and Retention

A sub-committee had previously met to recommend strategy. Adrienne offered to lead a "How to Grow a Volunteer" campaign with Facebook posts twice weekly. The Facebook posts will link residents to a Google volunteer form. A similar link will be made at the Heights Grows page on the Borough website. Tracey Miller will prepare the Google volunteer form. We request that all current members and volunteers complete the form. The recruitment campaign should last through September and a welcome email will be sent to respondents in mid-September and at the end.

In addition, we plan to create a "flyer" that can be posted at public places around town (churches, library, athletic fields, parks, etc.). Cyndy will send out the flyers to volunteers this week for distribution asap. Maureen, Karen and Dave offered to make calls to current volunteers with the goal of maintaining/increasing participation.

Farmers' Market

We are establishing a presence at the Sunday farmers' market on E. Atlantic Avenue. We plan to be there September, October and November. Also, the attendees agreed that it should take a booth at the Fall Festival on Station Avenue on October 2. A requirement for a booth at that event is that we provide a kid's craft. Various suggestions were offered for a craft and we will make a decision in the near future after the options are researched.

Fall Planting

The attendees agreed to the following schedule

- *9/24 Friday evening to pull old plants & prep soil
- *9/25 Saturday morning for planting & watering in
- *9/26 Sunday (or Saturday afternoon) for quality control

For all planned activities (fall planting, rake-a-thon, Fall Festival, Clean Communities Grant), we will reach out to volunteer organizations (HHPTG, HHHS National Honor Society, scouts, St. Rose of Lima School) for support. Members with connections please follow up & report back.

Rake-A-Thon

Attendees discussed whether it would be better to have two events. No decision was made on the second date, but Sunday, November 14 seems fine. We will need to further plan this prior to our October meeting.

Perennial Planting

A suggestion to plant perennial flowers (daylilies& daffodils) was offered to the attendees. While there was an interest in the concept, Cyndy offered to check with Borough Council liaison Trisha Egbert regarding the planned renovations to the Atlantic Avenue railroad crossing.

Financial Report

Dave prepared a financial report and distributed copies to the attendees. Given our commitments to three additional plantings, Our finances are tight. Successful rake-a-thon and cleanup events would allow us some flexibility. One change was made to the report, which is attached to these minutes.

2022 Meeting Schedule

We briefly discussed changing from a bi-monthly to a monthly meeting schedule for 2022. No decision made.

Meeting was adjourned at 11:00 A.M.

Respectfully submitted,
Dave McCollum