

Hightstown Bridge Committee Agenda – December 14, 2010

Council Chambers – 7:00pm

I. Call to Order – Darek

II. Attendance -

- a. Committee Members and Guests - *In attendance: Shirley Olsen, Dimitry Musing, Bill Gilmore, Gary Grubb, Darek Hahn, Kathy Patten, Bob Patten, Dale, John Hostetler, & Chris Moraitis and a few others.*

III. Approval of Minutes – *John is to provide prior meeting minutes for approval, minutes from 11/9/10 were approved.*

IV. Revised Goals Review

New Donations: Kathy Patten presented a check from the Fair Committee for \$2000 and reiterated the importance of the bridge with regards to the fair. Dale xxxxxxxx presented a check from the Fridays Club for \$250.

- a. Funding Goal: \$25K by 2/1/2010 – *new goal set*
- b. Long-Term Park Plan Goal: Complete – *Focus is on bridge only, but extension plans are complete if needed. Item will be dropped from future agendas.*
- c. Bridge Completion/Celebration Goal: June 2011 – *try and coincide with Library 90th celebration in July. Earlier goal of Memorial Day seems challenging.*

V. Funding Plan Review Discussion – *A member met with Peddie, still in discussion, but Peddie indicated there are other Hightstown improvement projects going on and the bridge is of lower priority right now.*

- a. Current Funds: approx. >\$10K
- b. Funding process discussion

VI. Funding Committees

- a. Grants/Bonds – Pat – Update – Goal \$30 to \$70K
Grant has not been awarded yet, awaiting reply

b. Road Show – Darek – Update – Goal \$10-20K

2 members will approach local companies inside and outside of Hightstown.

b. Premier Event (Town wide) – VOH? – Update – Goal \$10K

Possible Peddie hall usage

VOH may be involved in chairing and event

d. Mass Mailing/Sponsorship– Dave B./Gary – Update – Goal \$4-7K

Hold off on mass letter until more solid base is established. One member mentioned the idea of placing a flyer inside the sewer bill. Committee agreed to try and utilize this opportunity. Need to have simple flyer, short and to the point. Also must mention that purpose of donations must be labeled as “Bridge” for proper allocation. Next bill goes out early Jan and we must stuff envelopes, need 1700 flyers, Chris and Ryan will handle graphics of flyer. It was mentioned that we cannot send a flyer in the sewer bill that has commercial content, (i.e. restaurants or local companies). In background, mass mailing letter will also be finalized ready for the new year.

d. Kid’s Collection– Dave/Taylor Bell – Update – Goal \$3-6K

Teachers, admins will help place flyer in kids backpacks if we want to take this approach.

f. Fundraising Dinner(s) – Pat – January 13th @ TGIF (see attached) – Goal \$3-4K

set for 1/13/10, flyer will be placed on TV cable channel and Hightstown website. Participators must tell TGIF that they are there for the Hightstown Bridge Cause. No soliciting to patrons of TGIF not intentionally participating in bridge fund raising event.

VII. Next Steps

a. *New Rule – any new ideas must come with a sense of ownership and a proposal as to how one would go about it.*

b. *The “East Windsor Patch” is a publication that can run an Ad or column.*

c. *Maybe Meadowlakes would like to participate.*

d. *When do we pitch design to council?-after funds have been secured, continue talk of bonds.*

VIII. Next Meetings

a. *Regular Meeting January 4th, 7:00pm*

May need to move time or date, coincides with Ely house meeting at 7:30 pm