



FARMINGTON RIVER COORDINATING COMMITTEE
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FRCC Education and Outreach Subcommittee Meeting Minutes

4/4/22 held via Zoom 6:30PM

Attendees: Roger Behrens (Barkhamsted), Mario Santoro (Barkhamsted), Matt Vinick (Canton), Dan Bowler (Hartland), Stephan Bastryzcki (River Steward), Laura Hart (FRWA).

Ads: Discussed Google Ads for the Farmington River Steward Site. Stephan will look at Google Analytics in May to determine traffic levels and we will revisit the idea at the next meeting. Laura will find out what Lumi’s ad cost per click was.

Extra Funding: Discussed increase in funding for next fiscal year by an estimated \$45,000. General interest in using funds for restoration projects / river access.

Land: Hurley Business Park is listed for sale. https://www.coldwellbankerhomes.com/ct/new-hartford/37-greenwoods-rd-lot/pid_40858337/ Discussed potential to encourage the land be protected, either Land Trust or Town Open Space.

Education info: Laura asked if there was interest in creating educational panels as permanent displays about the river. Laura suggested using what already is created for the kiosks and put them on poster board, maybe display at Bradley Airport. Committee decided too visible and the posters should be in local libraries and Town Halls. Stephan said also have a traveling one made on a roll-up banner, which do better in outdoor windy conditions for events such as the Barkhamsted Earth Day Nature Festival.

Mario suggested we discuss information and specially actions that the public can take to help improve the water quality, wildlife habitat, etc and we should discuss what this information is at the FRCC retreat, then decide how to distribute that information (displays, emails, website, etc).

Merchandise: Discussed getting hats to give out to dedicated volunteers (FRCC new logo, plus new tagline). Laura to research costs for 100-200 hats, and subcommittee will make a decision after. Items for youth – Stephan proposed getting rubber wrist bands and will look into costs.

Monofilament receptacle: Will replace vandalized one at Whittimore, Stephan will work with Mark Swenson to order replacement parts. No Glass No Trash sticker has faded on all the signs.

Kiosks: Stephan will work with Mary Crombie so we can finalize the text and photos needed for the front panel. Time sensitive. Jim Warner at PSF can help with kiosks on DEEP property. Will

need to ask MDC for their assistance as well. Jim can have a dumpster at headquarters during kiosk removal.

Laura said we should move the kiosk location at Satan's Kingdom (currently at entrance) closer to where tubers and waiting to get on the river, by the concession, so it will get more attention. Kiosk should be added to the take out. Stephan said the current information at Satan's Kingdom kiosk could be placed at the new kiosk at the takeout.

River Stewards: Stephan reported he needs more applicants as he would like 6 stewards this summer. He will extend the deadline and Laura will distribute to college professors and CT environmental list serve.