



Antioch New England Institute
40 Avon Street
Keene, NH 03431
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Information Group Meeting Minutes 10/25/06

- I. Welcome & Introductions
 - Who is here?
Larry Reid, Craig Weed, Susan Stanclift-Walker
 - Who needs to be here?
Recruit friends who might be interested.
 - II. Focus Group Overview
 - How the process will work
 - 3 meetings
 - 2 co-chairs
 - All committee final meeting (co-chairs)
 - What we hope to achieve
 - One tangible goal completed
 - One year work plan
 - Long range goals
 - III. Define the charge of the group
 - Review vision map
 - Brainstorm objectives
- ❖ **Public Recognition**
 - **Increased membership**
 - **Publicity**
 - **Gain respect of possible donors**
 - **Increased influence with politicians (John Hunt)**
 - ❖ **Website**
 - **Central site for initiative news**
 - **Link for regional clubs**
 - **Comprehensive map for all users**
 - **Greenway Solutions as a resource (Craig Della Penna)**
 - ❖ **Information walks for young students and community members given by environmental studies students from local colleges**
 - ❖ **Education: Trail etiquette**
 - **Pamphlet**
 - **Incorporate into website**

❖ ***Gatherings for special occasions (see public recognition)***

-Define criteria for prioritization

Timeliness

Cost

Cooperation

Participation

Impact

-Prioritize objectives

See Goals below

IV. Developing Work Plan

-30 day objectives-***Goal #1: Create a basic website disseminating information about the Initiative***

-1 year objectives-***Goal #2: Increase Participation through publicity***

-1 year+ objectives-***Goal #3: Connecting user groups and trails through a more elaborate website***

Identify rationale for objectives

List specific actions to obtain objectives

Writing specific web pages-progress page

Contact Craig Della Penna about web resources

Contact information for newspapers and radios

Get involved in Earth Day

Assign specific actions for each group member

All committee members will come to the next meeting with the following assignments complete. We will communicate via email to move beyond these if necessary. Also feed back to improve the basic website found at...

http://www.anei.org/pages/1370_monadnock_pathways_trails_initiative.cfm

Craig Weed-Write a progress page for the website

Contact Craig Della Penna about web resources

Larry Reid-Contact information for radio stations

Susan Stanclift-Walker-Design template for website

V. Select Co-chairs

At next meeting

VI. Schedule next meeting

November 29th, 6:30pm at ANEI