

Outdoors and Wellness Committee Meeting Minutes February 28, 2019

Present: Dean Donaher (co-chair, BASD), Don Miles (co-chair, Sierra Club), Doug Royston (Mock Turtle), Henry Hernandez (Amerihealth Caritas), Phyllis Freeman (NCC), Sandra Van Ardenne (HALA), Emma Ackerman (Touchstone Theatre), Connor Burbridge (Southside Backyard Gardens Alliance), Mike DeCrosta (South Side Arts District), Roy Ortiz (Lynfield Community Center), Malta Ortiz (Lynfield Community Center), Brad Kunsman (Penn State Extension), Kristen Wenrich (Bethlehem Health Bureau)

Staff: Anna Smith (CADCB), Chris Cassidy (CACLV)

Submitted by: Chris Cassidy

Dean and Don welcomed the committee. Introductions were made.

Upside Allentown

Members of the Outdoors and Wellness committee who are interested in joining committees for Upside Allentown should email Dan Bosket (dbosket@caclv.org) and Emily Folenta (efolenta@caclv.org) for more information.

2018-2019 Neighborhood Partnership Program Update

Chris reminded everyone that the renewal application for the Neighborhood Partnership Program (NPP) was approved and that subgrantees may begin submitting invoices. Email Chris at ccassidy@caclv.org with questions or for assistance.

As a reminder, the goals and budget for the 2018-2019 funding cycle are as follows (and June 30 really means September 30 because while the program officially ends June 30, there are 90 additional days to accomplish the objectives):

Projected Outcome: Residents and visitors will feel safe and secure in south Bethlehem with plentiful access to opportunities for local residents to flourish and thrive. (Create a safe and secure neighborhood with access to quality activities, which addresses crime, unsafe community perception, and poor health)

Objective #17: By June 30, 2019, 2 youth-centered events/festivals will be planned and facilitated; at least 300 people will attend.

Objective #18: By June 30, 2019, 30 Southside youth will participate in basketball clinics and tournaments.

Objective #19: By June 30, 2019, 2 youth will gain skills in theatre performance, teamwork, and public speaking at Touchstone Theatre.

Objective #20: By June 30, 2019, 2 student-created performances will be produced through workshops in Southside schools; at least 300 people will participate and attend the final performances.

Objective #21: By June 30, 2018, 40 youth will participate in sporting, academic, and arts programming at Lynfield Community Center.

Objective #22: By June 30, 2019, 20 youth from the Lynfield Community Center participate in a 4-H Club with a focus on gardening. The program will also feature a nutritional education component.

Objective #23: By June 30, 2019, 10 youth will attend community garden, nutrition education and reading camp at Northampton Community College.

Project	Sponsor	Budget
Southside Children's Festival	Mock Turtle Marionettes/ICE House Arts Consortium	\$2,500
Touchstone Scholarships	Touchstone Theatre	\$1,000
Basketball Clinics/Tournaments	Shooting Stars of the Lehigh Valley	\$3,000
4H Club at Lynfield Community Center	Penn State Extension/Lynfield Community Center	\$1,500
Children and Youth Programming	Lynfield Community Center	\$3,000
Southside Youth Festival(s)	Outdoors and Wellness Committee	\$5,000
Community Garden/Reading Camp	NCC	\$2,500
TOTAL		\$18,500

The committee decided to fund POPUP events with some of the \$5,000 allocated for festivals in 2018-2019. Chris, Sandy, and Emma will be meeting to draft a plan for how this will work. They will present their ideas to the committee at the April 25 meeting. Anyone else who like to be involved should email Chris at ccassidy@caclv.org. POPUP events will also be included in the committee's festival/events proposal for 2019-2020 funding.

The committee discussed partnering with the South Side Arts District on at least one movie night that will be held on the Lehigh University campus. This led to a larger discussion on scheduling movie nights and the festival for the summer and fall of 2019. Dean suggested possibly combining the festival with a movie night. Possibly on Saturday, August 18 with a Back-to-School theme. The committee agreed that the venue for 2019 should be Madison Park.

Henry noted that an advantage to having smaller and more frequent POPUP or similar events is that they would reach the neighbourhoods more frequently. It has been two years since the last festival in Madison Park, which is a long gap. In addition, smaller events bring attention to the sports and arts programming available in the community.

There will be further discussion on this at the April 25 meeting.

2019-2020 Funding Cycle Discussion

Chris noted that the 2019-2020 funding cycle is the last year at the \$200,000 funding level. There may be a funding cycle at \$100,000 in 2020-2021 because Peoples Security Bank & Trust and Provident Bank started a year later than PPL and Just Born. CADCB is planning to apply for another Neighborhood Partnership Program and will be meeting with the PA Department of Community and Economic Development soon to discuss how to move forward.

The following Outdoors and Wellness funding requests are anticipated in 2019-2020:

Touchstone Theatre will be requesting funding for scholarships to their summer theatre programs for Southside youth.

The South Side Children's Festival (soon to be renamed) will be seeking funds to support its programming on the Southside.

HALA will be seeking funds for a summer arts and dance camp to be held at Northampton Community College's Fowler Center.

Lynfield Community Center will seek funds for its programming, which includes sports, arts, field trips, and a homework club. In addition, 4H/Penn State Extension and Lynfield will seek funds to support their 4H gardening club.

Cops 'n' Kids will seek funds for a summer reading session at Donegan Elementary School in order to assist kids in preparing for the next school year.

The dental hygiene program at Northampton Community College will be seeking funds for a rooftop garden that will serve as a teaching tool for nutrition for their clients and others from the Southside community (extra produce will be donated to Victory House and the Hispanic Center). The Penn State Extension Master Gardeners are partnering on this program.

Shooting Stars of the Lehigh Valley will seek funding to support its basketball and arts programming in Southside parks.

The Penn State Extension Master Gardeners will be submitting an application for Pick Prep Preserve in partnership with Northampton Community College and Lynfield Community Center.

The Southside Backyard Gardening Alliance will be submitting a request for funds to support its tool library and gardening efforts in south Bethlehem, including workshops, gardening assistance, and events to bring the community together. This will be a joint application with the Southside Vision Housing Committee.

The Outdoors and Wellness Committee will be submitting an application to support festivals and other events for youth on the Southside. The South Side Arts District is interested in partnering on these endeavors.

Committee members are encouraged to share this funding opportunity with other community partners who share the goals of this committee. They can contact Chris at ccassidy@caclv.org for more information and assistance.

Anna noted that the Transforming Community Image Committee is submitting an application to continue its branding and marketing efforts. Outdoors and Wellness will be included in these efforts.

Social Media

Don't forget to sign up for Southside Proud's social media accounts on Facebook and Instagram:

<https://www.facebook.com/southsideproud/>

<https://www.instagram.com/southsidebethproud>

Next Meeting

Outdoors and Wellness's next meeting will take place on Thursday, March 21 **at 8-11 a.m.** at the CACLV building (1337 East Fifth Street, Bethlehem 18015) in the first floor conference room.