

Outdoors and Wellness Committee Meeting Minutes
January 24, 2019

Present: Dean Donaher (co-chair, BASD), Don Miles (co-chair, Sierra Club), Doug Royston (Mock Turtle), Henry Hernandez (Amerihealth Caritas), Gail Mrowinski (NCC), Sandra Van Ardenne (HALA), Jane Persa (City of Bethlehem Parks and Recreation), Emma Ackerman (Touchstone Theatre), Connor Burbridge (Southside Backyard Gardens Alliance), Amy Cook (The Yard Farmer Gardening Company), Mike DeCrosta (South Side Arts District), Roy Ortiz (Lynfield Community Center), Brad Kunsman (Penn State Extension)

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

Submitted by: Chris Cassidy

Dean and Don welcomed the committee. Introductions were made.

2018-2019 Neighborhood Partnership Program Update

Chris reported that the renewal application for the Neighborhood Partnership Program (NPP) was approved and that subgrantees may begin submitting invoices.

The goals and budget for the 2018-2019 funding cycle are as follows:

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 discussed POPUP events again. Sandy had reported in December that HALA had two very successful POPUP events at the end of September where HALA showed up in the parks unannounced with crafts, games, and a dance floor. One was held in Yosko Park and other in Madison Park. The committee would like these events to be replicated this summer with HALA and other groups. Sandy will lead a subcommittee to facilitate this staffed by Chris. Emma expressed interest in participating. Anyone else who like to be involved should email Chris at ccassidy@caclv.org. This committee will also be putting together a proposal for 2019-2020 funding.

Pick Prep Preserve will be taking place again this summer at Northampton Community College for youth from Lynfield and the general public. More information is forthcoming.

2019-2020 Funding Cycle Discussion

It is time to start discussing funding for the 2019-2020 funding cycle. Proposals will be due by the end of March to CADCB. A schedule is attached to these minutes. Proposal forms and a schedule will be distributed at the February Outdoors and Wellness meeting.

Connor Burbridge and Amy Cook attended the meeting to share ideas on backyard gardening in south Bethlehem. This is a partnership with the Penn State Extension Master Gardener program. Connor will be joining the Outdoors and Wellness committee and the Southside Backyard Gardens Alliance will be submitting a proposal for funding in 2019-2020. The Southside Vision Housing Committee is interested in partnering with Outdoors and Wellness on this project. The committee agreed this would be a good project. An outline of this proposed program is attached to these minutes. Anyone who would like to be involved with this project should email Connor at cburbridge@alum.lehigh.edu and Brad at bjk21@psu.edu.

Emma reported that Touchstone is planning to submit for camp scholarships and is also interested in POPUP events.

Lynfield and Penn State will apply again for support for the 4H Club.

Lynfield will apply for its programming at the Center.

Brad and Gail are working on a possible project related to careers and the work of the committee utilizing the new Center for Innovation and Entrepreneurship at the NCC.

Chris spoke to Eddie Luque last week and he will apply for Shooting Stars of the Lehigh Valley basketball programming.

Doug noted that this committee does the work of creating civilization versus the work of creating entertainment and, further, how this is crucial to the creation of a sustainable arts and culture community. The committee agreed.

Doug posed the question of what could be accomplished if the committee had \$50,000. The committee discussed possibilities for securing additional funds. One possible funder is the new Wind Creek Casino. This will be discussed further at a future meeting.

Anna noted that the work of this committee is critical given the amount of youth programming that has left the Southside in recent years, including the Boys and Girls Club. She further noted that the committee's work is being recognized, which was demonstrated by City of Bethlehem Community Development Block Grant (CDBG) funds being granted to CADCB last year for youth programming. CADCB anticipates getting CDBG funds again this year, although the amount is not yet known. These funds will be added to the pool of funds that are funneled through Outdoors and Wellness to be used to support Southside youth programming. More information is forthcoming.

The committee again discussed increasing its visibility. Doug has a friend who he will encourage to do some filming and other visual media work featuring Southside Vision programs.

Roy recommended using BASD's new cable channel (Service Electric 265) to help get the word out. Dean suggested that engaging the new district-wide parent group called BASD Proud might be helpful as well.

Anna introduced Mike DeCrosta to the committee. Mike will be replacing Kate Armbruster as the representative from the South Side Arts District. The SSAD may also be able to assist with marketing and outreach.

Sands Update

At the December meeting, the committee had discussed the responsibility of the community (and this committee) to visitors who come to Bethlehem on the Sands Casino buses. The committee is still interested in this issue, but decided to hold off pursuing it until after the Wind Creek sale is complete later this spring.

New Business

The City of Bethlehem is submitting a grant to the state to provide matching funds to complete a feasibility study for a pedestrian bridge over the Lehigh River. This has been a long-time aim of the Sierra Club and the Southside Initiative and was also an objective of the Open Spaces Committee of Southside Vision 2014 (the predecessor of Southside Vision 20/20). More information is forthcoming.

Jane Persa will be retiring from the City of Bethlehem at the end of March. This will be a huge loss for the committee and she will be sorely missed. Committee members wished her all the best.

Touchstone Theatre will feature Jakopa's Punch Bowl on February 9 at 7 p.m. The event will feature music, king cake and beer. For more information and tickets, go to...

<http://www.touchstone.org/events/jakopas-punch-bowl/>.

NCC, in partnership with CADCB and other community stakeholders, has launched a 1 Million Cups program in south Bethlehem. Gail shared that this community initiative started on January 16. It is supported by the Kauffman Foundation and managed by local volunteers. This weekly community event starts at 9:00 a.m. with the goal to promote those entrepreneurs that do not easily get a chance to stand up and tell their stories. Both for-profit and social ideas are eligible to present. Additional information on 1 Million Cups can be found at <https://www.1millioncups.com/lehigh-valley>.

The FabLab at Northampton Community College is having an open house on Wednesday, January 31 from 6-9 p.m. Please see the attached flyer for more information.

Brad Kunsman has started a new position at Penn State Extension as the Penn State Extension Educator, Master Gardener/Master Watershed Steward. The committee congratulated Brad on this new position. He will be remaining on the committee and will also introduce a new 4H representative to the group.

WDIY will be throwing a party to celebrate its 24th Birthday on March 2 from 7-11 p.m. The event will take place at the IceHouse in Bethlehem. Tickets will be available for purchase at <https://www.wdiy.org>.

It is almost musicals season for BASD middle schools. This is a great way to support the development of local arts. Dean may be able to help with tickets. He can be reached at donaher1@ptd.net.

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, February 28 at 8 a.m. in the first floor conference room at CACLV (1337 East Fifth Street, Bethlehem, PA 18015).