

MORRIS CANAL WORKING GROUP

Events & Marketing Committee Meeting Minutes

December 11, 2013

12:15pm-2:00pm

NJTPA

1 Newark Center, 17th Floor Newark

Committee Attendees:

1. Bob Barth, Canal Society of NJ
2. David Behrend, NJTPA
3. Megan Kelly, NJTPA
4. Joe Macasek, Canal Society of NJ
5. Andrea Proctor, NJ State Park Service, Waterloo Village
6. Ted Ritter, NJTPA
8. Elizabeth Roy, Warren County Planning

1. Review of Events Timeline

A timeline of events leading up to and after the conference was circulated for the committee to review. Additional conferences to target to help brand the greenway and highlight successful implementation projects and challenges included the NJ Association of Counties Annual Conference (Spring 2014), NJ History Fair on May 10th, Wharton Canal Day (August 2014), and NJ Education Association's Annual Conference for teachers and administrators (November 2014).

2. League of Municipalities Article

An article will be developed for the League of Municipalities monthly newsletter promoting the Morris Canal Greenway and showcasing the economic development and tourism benefits creating the greenway will bring for canal municipalities. The article will include eco-tourism statistics to help build the case for the value of creating a public greenway. The submission deadline is January 20th.

3. TransAction Conference Proposal

The Transaction Conference attracts over 1,000 participants, occurs in Atlantic City in April and is focused on transportation topics. The Morris Canal Greenway has been approved for the 2014 conference. The session can be up to 1 hour long with 3 speakers and a moderator.

The messaging for the panel will focus on branding the greenway, explaining the value and regional significance of the Morris Canal and to highlight some successes and challenges of implementation. The details of the panel were determined as well.

4. Outreach and Promotional Schedule

Time was spent on the update and new ideas for the Morris Canal Working Group website. Meeting minutes and stakeholder events have been added the website. Members discussed branding the website for the Morris Canal Greenway, using the adopted greenway logo. NJTPA will look into buying a website domain name for the Morris Canal Greenway and creating a branded webpage for the greenway. Members also discussed ways to make the website more interactive and visual incorporating an overview video of the greenway and posting videos of presentations from the conference.

5. Review of Stakeholders List

The committee spent time reviewing the stakeholders list for any missing groups.

6. Next Steps

Meeting dates will be selected for the next Events & Marketing committee and the next full working group meeting. Municipal outreach meetings are still in the process of being scheduled for January and February.

Committee Action Items:

1. Finalize League of Municipalities Magazine article by January 20th
2. Form panel for April Transaction conference and presentation
3. Investigate NJ Association of Counties spring conference submission requirements
4. Prepare presentation for NJ Bike Walk Summit panel Feb. 8th