



## 3-10-23 HEF Minutes

### Welcome

Present: Marcia, BJ, Ellie, Enrique, Virginia, Nancy, Ann, Carlos, Pam and Amora

Absent: Geri and Katie

### Old Business

Advertising/Media Update (Ann - 5 minutes)

*Ann: Everything is gone to print, and there are copies of our media in the googleDrive, 100 postcards, 10 yard signs - 4 at 6th & Main, 6 to go, 4 banners that are 3' by 8' with grommets (1 for BJ, 1 at West Allen & Main, 1 by Fresh Market, 1 to go), available mid-next week, poster can be printed on 8x11,*

Business Notification update (Ann & Elle - 3 minutes)

*Elle: notified 50% of the businesses on our block and finish up next week, about 90% on ECCOs block, 28 or so total so far*

***\*Ann: we have to give Jamie Carpenter information to put in the newsletter for the rest of the businesses***

*Virginia: asks that all businesses have an 8.5 by 11 inch poster to put in their business, Virginia will distribute*

### Leader Reports: (5 minutes each - 30 minutes)

Blue Ridge EV Club - Carlos (update of bicycle accommodations)

*Carlos: up to 29 vehicles; bicycle club is trying to set up a few rides, from Laurel Park and other neighborhoods, and request to get the south lane of 4th ave closed for bikes; motion to ask city to close that area for bike parking/riding to Jamie for consideration of City Council. Sycamore cycle is bringing a bike corral on 5th Ave. Request to close 4th Ave from Laurel Park to Jackson Park from 9am-4pm.*

*New question: what markings will the city allow for assigning spaces*

Exhibits - Pam

*Pam: We have 26 vendors signed up, there are some vendors that will share their space, we are at capacity but can include more if we share tents and space;*

Entertainment - Katie

*Enrique: there are 7 or 8 artists lined up, and that is plenty to cover the program*

*Marcia: steps are being built*

Green Four Trail - Virginia

*Virginia: so far there are 6 or 7 responses, the coop is very excited; steering committee can view this on googleDrive; all in the sustainability category; Hendo Earth Trail flier with a QR code they can post at their business; Stump Farms said they would be happy to post; include a resource of electric vehicle charging stations (Carlos will share plug share app information); add county recycling information to green trail;*

Team EECO - BJ

*BJ: t-shirts are ready, different for staff and volunteers; 30 volunteers and staff; 4-5 inflatables coming, plus a photo booth for free, the grow a garden will be available, storm water runoff will be available (about the size of 2 tables) with a student and Mike Hhuffman, a student project around no more straw use, 3 science experiment groups, and much more, wrist bands and coins for experience, balloon twister, 2 face painter, stilt walker, beneath the waves presentation is TBD, Cherokee Nation visit is still in conversation.*

Caregivers of Mother Earth - t shirts, fundraising basket raffle

*Elle: Gretchen from Coop is supporting and they donated \$500 for shirts, single color shirt with single color ink, printer can get this done in 2 to 3 weeks (vocational solutions is the printer), Marcia and Elle will discuss later,*

*Elle: fundraiser, Autumn through Splurge is setting this up and HEF will be a beneficiary of the funds raised,*

New business (30 minutes)

~~ESB~~-HEF Tote bags - Marcia

*Ann: these bags are from the ESB budget, and for promotion of this board; MEK talked about putting information on how many plastic bags would be saved by using this bag; **it was decided to put the HEF logo, sponsored by ESB on the bag***

Volunteer sign up form? Who to develop? What do we do if we get too many volunteers?

*Ann:*

*Virginia: Pam sent form through CC, boy scouts have been asked, MT can provide back up vests if we run out of t-shirts, three 2.5 hour shifts, 2 people per shift, needs 24 people*

*Carlos: needs volunteers to mark parking spots*

*Enrique: MT to include VT's email for newsletter*

Emergency plan - phone numbers, designated emergency volunteers,  
*Ann: Jaime shared that on-call emergency contact information ahead of the event; ask city for signs noting that no dogs are allowed; Virginia will create a handout for volunteers*

Schedule of events - Entertainment schedule, Sustainability HERO award, EV events, Team ECCO events  
*Ann: Katie will manage artists; 11:30am for HERO award; Virginia will make an itinerary*

Other?

*Virginia: a tag line for moving forward with; personal invitation to our elected leaders to attend HEF - BOC, municipal leaders (Fletcher, Mills River, Flat Rock, Laurel Park) from ESB*

*End: 12:08pm*