

**One Riverfront M/EP Committee Meeting**  
**10 March 2025**  
**(Virtual)**

Attendees: Nicole Grider, Stefanie Harville, Scott Andrews, Jane Quimby, David Combs, and Hayden Janssen

**Oral History Project (Nicole)**

- Nicole is finalizing Paul's audio in the coming weeks
- Michele to ask the Foundation if there are any photos/videos for use
  - Jane said that there are photos in the booklet, and we should seek out the originals, if they are available.
  - Brian Mahoney may have some assets to use, as well.

**Update on getting videos from George M. (Nicole)**

- George has been difficult to reach to get these assets; so, this topic will be removed from future M/EP meeting Agendas.
- Two recording sessions at 970 West Studio (2022 and 2023); need to acquire copies of these from him.
  - Need to find current contact information (Hayden to follow-up)

**Updates on Social Media Marketing (Sarah)**

- Need to check with Sarah to ensure that she is getting content and not only ideas (Hayden to follow-up)

**Trail Mapping/Signage Stickers (Jane)**

- Stefanie did an excellent job mocking up several samples
- Need to discuss with the producers/vendors if the number of different colors will impact the per sticker cost (Jane)
- Stefanie agrees that simplicity for the ground stickers is paramount.
- Jane to inquire: Will certain colors fade faster than others (we wouldn't want the mileage number to fade before everything else) (Jane to check with producers)
- What materials will best withstand sun, snow, rain, wear-and-tear, &c.
- Need to determine the size of stickers, as well. Pricing will play a factor.
- Narrowed scope to only price out PNG.3 and PNG.5
- David C. proposed using PNG.1 as a marketing sticker to hand out or to sell
  - Need a marketing idea and scope out overhead cost for ORF promotion

**Updates to discuss liaison with City/County**

- No updates

### **Video Partnership Component**

- Need to advertise and identify a student to record a “Slow your roll” commercial, edit, produce, and deliver it.
- Reduce the pay rate to \$599.99 to prevent it triggering a 1099 that needs to be issued.
- Greg Mikolai was identified as a professor in the Mass Communication Dept. to post and advertise to the student body.
  - Funding authorization is not yet secured/confirmed from the Foundation.

### **Fundraising for Mile Marker Decals (Jane/Hayden)**

- Hayden to coordinate to see if ORF can be a nonprofit organization in consideration for the Christi Reece Circle Fund.
  - Jane to get Hayden a rough estimate of what the Markers would cost to propose these as being the recipient of the Circle Fund donation.

### **Trail Task/Section Assignments (Jane)**

- Need more volunteers to help cover specific Segments of the trail and document where signage is needed.
  - Stefanie, Scott, and David C. volunteered to cover certain segments.
  - As you travel through the Trail, identify where there are pinch points, where someone could become disoriented in following the Trail, where could additional navigation arrows/directional signage be beneficial.
  - Volunteers to detail points of interest (taking photos and Lat/Long [pin drop], if possible).
  - Where are big signs needed, and where are smaller signs sufficient?
    - We need a complete count to price them out and send a request to a vendor for pricing/budgeting.
- Nicole pointed out that there are Google Map Street View images of the Trail (some are dated).
  - Jane recommended refreshing this Street View imagery.
    - What would be necessary to update the images?
    - Discussion around getting someone to ride the whole trail with a GoPro.

### **Discussion on Stefanie’s replacement as Chair for the M/EP**

- Ideally, there would be co-Chairs at the next meeting (Stefanie handing off to a new Chair, as her Term is expiring)
- Currently taking nominations.

### **Other Items**

- Nicole inquired if there will be a Board float trip this year.

### **Action Items**

1. Michele to get assets from the Foundation for Nicole's use on the Oral History Project
2. Hayden to find George's contact information and reach out.
3. Hayden to reach out to Sarah to ensure she is getting content from fellow Board members for posting and not just ideas.
4. Jane to coordinate with Sticker producers on applicable items (e.g., Color, Size, Price per Sticker, Fading, &c.).
5. Michele needs to speak with the Foundation to get approval for spending \$600.
  - a. David C. to speak with Greg Mikolai to let him know that we need Funding Authorization from the Board, to request what he needs to provide buy-in/approval.
  - b. Hayden to circle with David Varner to seek approval from the Foundation for the \$599.99, in Michele's absence.
6. Jane to get Hayden a rough \$ amount for all Mile Marker decals.
7. Hayden to reach out to Christi Reece re: Circle Fund timing for nominations.
8. Stefanie will cover a 3-4 mile stretch (Riverside School to Los Colonias)
9. Scott will cover a 3-4 mile stretch (Los Colonias to Corn Lake)
10. David C. will cover the stretch from Palisade Boat Launch and work his way West to Corn Lake.
11. Hayden to ask if there will be a float trip for Board Members this year