

CHESHIRE ENVIRONMENT COMMISSION  
REGULAR MEETING  
WEDNESDAY, MARCH 12, 2014 TOWN HALL  
ROOM 115 AT 7:00 P.M.

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**Members: Chairman Bill Sherman, Matt Abdifar, Carrie Collins White, Bob DeVlyder and Jodee Heritage.**

**Members Absent: Daniel Grasso and Dave Mercugliano.**

**I. Call to Order**

Chairman Sherman called the meeting to order at 7:05 p.m.

**II. Roll Call**

Ms. Heritage called the roll.

**III. Determination of Quorum  
Commissioner Attendance Summary**

Chairman Sherman determined there were enough members present for a quorum.

Chairman Bill Sherman, Matt Abdifar, Carrie Collins White, Bob DeVlyder and Jodee Heritage were present.

Members absent from tonight's meeting were Daniel Grasso and Dave Mercugliano.

**IV. Pledge of Allegiance**

All present recited the pledge of allegiance.

**V. Acceptance of Minutes – Regular Meeting – January 15, 2014**

Chairman Sherman called for a motion to approve the minutes from the January 11, 2013 regular meeting.

There was no February meeting due to a snow storm.

**Motion: To approve the minutes of the January 15, 2014 meeting with corrections.**

Pg. 1 “Gabso” to “Gebeau”; pg. 3 “conversation” to “conversion”; pg. 6 “reply” to “relay”; pg. 11 “east” to “easy”.

Moved by Ms. Heritage. Seconded by Mr. Abdhir. Motion approved unanimously by Commission members present.

## VI. Communications

1. CACIWC, The Habitat Newsletter, Winter 2014, Volume 26, Number 1  
(To be handed out at meeting)

CACIWC, The Habitat Newsletter, Winter 2014 was handed out to Commission members for their review.

Ms. Simone said this edition of the newsletter basically summarizes their program that they held in January. She stated there’s an interesting article about native trees – where to plant them – where to purchase them; that was the most significant article.

2. Spring Eco-Events 2014

Chairman Sherman said also distributed was a small color flyer of the upcoming events over the next couple of months.

3. Memo Re: Town of Cheshire Facebook Page

Chairman Sherman said Commission members received a copy of a memorandum from Michael Milone, Town Manager regarding the Town of Cheshire Facebook page.

## VII. Calendar – Events

1. Earth Day, April 22, 2014

Ms. Simone reported there was nothing new to add to the Earth Day event; that the information is on the agenda just as a place holder so the Commission knows which events are upcoming.

2. Trails Day, June 7, 2014

The Trails Day event will remain on the calendar until the event takes place.

Chairman Sherman said these items will be covered in discussion under unfinished business.

**VIII. Unfinished Business**

**1. Social Media**

Chairman Sherman said there was a memorandum distributed about the town's Facebook page. He said the town's page is up and running.

Ms. Collins White reported that the only stuff she talked with Arnett Talbot was that she had her (Ms. Talbot) take a look at it to see if there was any feedback – she said she offered some guidance around how the Commissions will use the page and they should set up some monitoring guidelines as well and how they would monitor it and to make sure they have enough people doing that so it keeps active – keeping the buzz going with the town; she said that's the feedback she gave.

Ms. Collins White said she hadn't heard back in terms of how the Commissions were supposed to use that or if Commissions will be able to create their own page or post messages on the main page – she said it would be nice to have the ability as a Commission to be able to do that themselves as long as they were in the guidelines so that's we are not relying on town staff to do that.

Ms. Simone said as far as she knew when they met – this was as far as they had gotten - was to develop a Facebook page and to have perimeters set up for administrator use of that - so she believed that was going to be the next stage of how the Commissions will be able to use the page.

Ms. Collins White said it was also mentioned they were going to do a Twitter Page as well.

Ms. Simone said yes – they are going to link the Facebook page with the Twitter page. She stated she'd check on that and report back to the Commission.

Chairman Sherman said he was interested in knowing when we could start putting stuff on the page.

Ms. Collins White said right now especially since we have events coming up – it would be nice to get those events out there.

Ms. Simone said she did plan on posting this information so if Commission members have any ideas for spring events when it comes

to posting on Facebook - she was thinking 2-3 weeks out is when she would start to post – she said she was open to suggestions if Commission members had other experiences in this area.

Ms. Collins White said only if you know the date is solid then you could do it sooner but otherwise she would not post sooner than that based on her experience; you want to post far enough in advance for people to plan but you also don't want to do it too far in advance if you are not consistent on reminders.

Ms. Simone said one of her concerns with these events is that she didn't want to continuously remind people.

Ms. Collins White said you can come up with a general frequency – weekly or something – or four weeks in advance as a reminder the event is coming up.

Ms. Simone said there are several departments that have administrators and she was one of them so the hope is that we'll get a diversity of information – so it's not just one department posting information.

Ms. Collins White said when they are looking at the guidelines long term and if they are going to have everyone posting on a single page – that can be a lot of information for someone to scroll through if they are not regularly looking at Facebook – they're looking at the town page so you may need to branch out into Commission pages or something but that's longer term depending on the usage.

Ms. Simone said she knew they were planning on revisiting this item – to see what information is being posted and what comments are received.

Ms. Collins White said you can get that data from that admin page or the owner of the page depending on however you set that up – you will be able to get how many people it got out to – you'll get that data.

Chairman Sherman said it seems like nice progress is being made on that front.

## 2. Property Updates

Chairman Sherman asked if there were any property updates of the open spaces.

Ms. Simone reported that what she's been told is that the Parks Department has been working on the kiosk for the Ten Mile Lowlands – constructing it indoors and once they are able to get it out to the property they will do that for the spring.

Ms. Simone said she knew CL&P is still involved in the kiosk replacement on the De Dominics property which was destroyed during the tree cutting.

Ms. Simone said the Bychowski property which is on Mountain Road which is the most recent acquisition that the town has for open space – it's over 100 acres – she will be working on a management plan for that property starting this spring once she can get out to the property – so that will be long term for probably early summer.

Chairman Sherman asked about the Boulder Knoll kiosk that was mowed down.

Ms. Simone stated that it's been repaired and reinstalled.

Ms. Simone reported that she's still in communication with Patrick Hedden for the Casterano property – he does plan on doing a kiosk and he is aiming to have that done for Trails Day so she'll work with him in getting town staff out there in the area that he wants to put the kiosk right now has a lot of mulch in that area so it has to be removed to get access to that area.

### 3. Spring Eco- Events

Chairman Sherman reported that members received the Spring Eco-Events 2014 flyer of the various programs taking place in March and April cumulating with CT Trails Day (Hike at the Casertano Property on Saturday, June 7).

Chairman Sherman said a few of these will take place before our next meeting and then a few after so in terms of publicity – he asked Ms. Simone to update us on these.

Ms. Simone talked about the new display they have for open space in the lobby of the town hall – she talked about people starting signing up before the library started advertising the events.

Ms. Simone said we will put it on Facebook – the library has their information that they have posted in the library as well as an email blast where they send it out to all library users and considering the winter

we've had we've seen a lot of interest in these programs and have a lot of people signing up.

Ms. Simone said she thought they'd get good turn outs and we tried to put together a diversity of programs (she will present on Where to Hike in Cheshire and Root Out Non-Native Invasive Plants.

#### 4. Trails Day Event

Ms. Simone said they program has been registered with the CT Forest and Parks Association so they will be putting a booklet out soon; she will send them a pdf of the logo for the open space and they can use that in the book. She said she has spoken with Patrick Hedden and he would be interested in attending this event and leading the tour of his trail – he would be very excited to do it (he has the date as a goal in mind to get a lot of the work done).

Ms. Simone said he's (Patrick Hedden) has been very ambitious to make sure it (the work) gets done.

Ms. Simone said so this is information that can get posted on the Facebook page – here in town hall as well handing flyers out at all of the spring events and hopefully the newspapers will cover it.

Ms. Simone said the person coming on April 22 is from the *Hartford Courant* and he does a lot of stories on hiking in Connecticut.

Chairman Sherman said he recalled in connection with the social media was reaching out to the high school folks – the video production group; he said we were talking about maybe having a student or two go in and make a video of hiking a trail or a couple of trails and posting the video.

Ms. Heritage said she can follow up on this and bring the information back to the Commission. She asked if they could put a link on Facebook or they did a short video.

There was discussion about having a video or videos of the trails that can be hiked.

Ms. Simone said it could also be posted on the town's website on the open space page.

Chairman Sherman said closer to the Trail Day event the Commission can coordinate the logistics and supplies for the events

**IX New Business**

**1. April Meeting**

**Chairman Sherman said the next meeting will take advantage of the technology and having that televised**

**Ms. Simone explained recently the town received a grant get update audio/visual equipment into council chambers – that project is now complete – everything is in place and all boards and committees and commissions will at least one meeting taped in 2014 and will be broadcast on channel 14 and there will be a reshewing of it for the next couple of weeks.**

**Ms. Simone said the council chambers will be the location of the next meeting – it will be live televised (on April 9, 2014).**

**Ms. Simone talked about how the Commission should plan for their televised meeting and also if there are ideas of things they want to talk about as a way of advertising so people can see what the Commission does and get the word out.**

**Chairman Sherman suggested what topics members could talk about at the televised meeting.**

**Ms. Heritage stated that she would not be able to attend the next meeting.**

**The Commission discussed the format and what programs to highlight at the next meeting as well as the programs that already took place.**

**Ms. Collins White suggested inviting Patrick Hedden to the meeting – it would be good publicity for him (his project).**

**Chairman Sherman informed members that Ms. Heritage has developed a flyer that she wanted to bring to the Commission's attention.**

**Ms. Heritage said she and Suzanne talked a while ago on how to get information out to the schools and the science teachers and what hikes are available for the kids.**

**Ms. Heritage said what she did was put together a short snip-it about the open space (hiking) areas that she could take to the school superintendents in charge of curriculum and instruction and say here's a packet of five or six (locations) – and see what science**

teachers can use them in their curriculum and then they could get the information to them. She said she could prepare a cover letter before sending and people could also be directed them to the Facebook which was information she did not have information on prior to this.

Ms. Heritage asked Commission members to take a look at this and see if it works – along with the pamphlet copies (maps of open space sites) that would go with this.

Ms. Heritage talked about several ways the information could be accessed – to staff, the website, Facebook, etc. but that it would be good to get some materials out to the school.

Ms. Heritage suggested getting touch in April with Suzanne to talk about this item and get it out to the schools and maybe it will generate some interested.

Commission members were open to Ms. Heritage's idea.

This item would be added to next month's agenda.

**X. Adjournment**

Chairman Sherman called for a motion to adjourn the meeting at 7:32 p.m.

Mr. DeVylder made a motion to adjourn the meeting. Mr. Abdhir seconded the motion. The motion was approved unanimously by Commission members present.

Respectfully submitted by:

**Carla Mills  
Recording Secretary  
Cheshire Environment Commission**