

In attendance: Jean Carlan, Keith Pendak, Gabe Limlaw, Cali Sullivan, Read Carlan, Matt Wood, Denee Wood

Called to order at 7:15

Review of minutes

minutes accepted with one correction.

Additions/changes to the agenda

Mention mini-ramp, mention middlebury skatepark field trip: Middlebury is in the finishing stages of the skatepark build. They have done a phenomenal job with website and social media

Advertising Update

WYKR is an excellent way to reach people who might not already be thinking about a skatepark. Working on incorporating voices of younger people in our radio ads. If you'd like to contribute, go to BradfordSkatepark.org. Jean will be reaching out to younger people on our team for words/sound bites.

Additionally: mailer, JO ads, other local ads

Design work: mailer for Bradford residences and the JO, social media...

Website Notes: Make "donate now" button, break out the three ways to donate, make website as intuitive as possible.

Mini Ramp Update

Liability meeting has been pushed back to August 4th. We push back the mini ramp build AFTER this process has been completed. Jean is investigating higher quality surface, and consult with Matt on materials list. Have cost estimates for the next select board meeting. Read mentioned that parts can be built in separate places and brought together on site.

Why a skatepark FAQ Page

FAQ will support donation bids, elevator pitches, social media. Denee will help with FAQ page with Molly

Business Outreach

S. Mckelvey drafted a letter to businesses as a follow up to her meeting with the BBA. The committee agreed that we will offer 3 different contribution levels as a starting point. We can look at this list and folks with personal connections to business can make respective asks.

End with a bulleted list...

- small donation
- larger donation
- follow us
- other action

We are focusing on cash donations right now but in the future businesses could make in-kind donations for a raffle, etc.

Private Donation

We have already received 3 private donations through MuniPay. We are up to \$200! Denee suggested we take photos of every gathering, show evidence of progress, social energy. Make reels, do interviews.

Bradford Flyer

-will work on after meeting

Next meeting Wed, August 2

Meeting Adjourned 8:01 PM