

Ohio River Trail Council



1100 Pennsylvania Av
Monaca, Pa 15061
724-728-2625

MINUTES

DATE 3-29-2012

TIME 4:00 PM

MONACA BOROUGH BUILDING

MEETING CALLED BY	Dr. Vincent Troia
TYPE OF MEETING	Fundraiser
FACILITATOR	Dr. Vincent Troia
NOTE TAKER	Donna Campbell, Secretary

Attendees: Dr. Vincent Troia, Mario Leone, Diane Kemp, Chad McMillen, John Szatkiewicz, Linda Tice, Norm Kraus, Jack Manning, Bill Weber, Melinda, McKee, Todd Allen, Nathan Peluso, Donna Campbell

Agenda Topics: Mail Merge List for fundraiser contributions

DISCUSSION	<p>Bill Weber opened the meeting by asking everyone to review the ORTC annual report completed by Dr. Troia that was e-mailed to everyone in the group. He urged everyone to review it and use it as a good point of reference to understand where we are and what we have done on the trail project. It gives everyone an idea of our direction and a time-frame. Mindy McKee asked when the actual trail construction would start. Dr. Troia stated the first hurdle is funding; from there we can put together a timeframe for when this will happen. There is also the issue of working with the "decision makers" that can cause delays. Jack Manning stated he had spoken last Thursday with Beaver Area Jaycees. They were interested in when the trail would be coming through Beaver. He took the opportunity to pass out the ORTC brochure as their group prefers "hands on" material. They are interested in adopting a section of the trail. He commented that the report (handout) is an invaluable tool that can be essential to "advertising" for ORTC. The Jaycees' fundraiser is scheduled for June and they were sold on the idea that the trail is good for the community. The brochure was very helpful. Todd Allen commented that the best thing everyone can do is join the ORTC to help out.</p>
DISCUSSION	<p>Dr. Troia continued the meeting by reporting on our current goal of getting letters out to area businesses to raise money for the trail project and to obtain matching grants. A few weeks ago several board members got together to create a "mail merge" list of local businesses and foundations for this purpose. Mario Leone suggested something to grab their attention. Mindy McKee suggested possibly a post card mailing that would lead them to the website. Jack Manning volunteered to incur the cost of printing the brochures and Pat Majors volunteered to pay for the stamps. Dr. Troia stressed the importance of fundraising this year as we want to continue with Phase I as we have \$210,000 pending in grants with \$40,000 in matching grants or in-kind services. The cost of engineering for Coraopolis to Moon Township, mile marker 0 to the Sewickley Bridge is \$250,000. We are anticipating a \$10,000 grant from Bikes Belong. Bill Weber informed the group that those funds will be used for engineering then construction will start from Coraopolis to the Sewickley Bridge. The suggested fundraising plan is to complete a "mail merge" then distribute the names on the mail merge list so that everyone can make follow-up phone calls after letters and brochures have been sent out. Bill Weber</p>

	<p>and Dr. Troia volunteered to solicit the local Wal Mart Stores since they have already spoken to some of them. John Szatkiewicz suggested that someone attend a Beaver County Commissioners meeting. Dr. Troia mentioned that they did give him some support. Mario stated the Commissioners are reluctant to give any funds since the County is having financial difficulties. He added that the Commissioners are fully aware of the project and does not believe that they need to be “brought up to speed” again. Pat Majors agreed. Jack Manning mentioned that at the very least, the Conservation District could be notified, perhaps they may be more proactive. Diane Kemp added that the Tourism Department in Midland gets a grant every year perhaps we could tap in to that fund.</p>
DISCUSSION	<p>The group reviewed the current mail merge list and the companies were divided up for follow-up calls based on Board members who know someone within those companies. Additional companies were added to the list at Board Members’ suggestion.</p>
DISCUSSION	<p>Pat Majors mentioned the idea of facilitating a Beaver County Fan’s Retirement Party for Hines Ward. This would be a great way of thanking him for what he has done for the community as well as raising money for ORTC. Perhaps the proceeds could be distributed among The Hines Ward Foundation, Monaca Outreach Program and the ORTC. It could be held at the CCBC Dome or the Fez. If anyone knew his agent, we could contact the agent to make arrangements for a possible “dinner and roast” or something of that nature. We could produce a letter that funds would be used for health and fitness for young and old alike and that the funds could be shared for the trail and the new Monaca Community Center. Jack Manning voiced his concern that if you tied in Monaca specifically it will limit who will come. He felt proceeds should go through the Trail council and that Hines Ward’s agent would be more apt to be interested if the project served a larger area. Dr. Troia suggested that the money would initially come through the Trail Council and the Board will allocate where the money is spent. Pat’s concern was that out of fairness to Outreach volunteers involved in the planning of the event; they would need some funding. She also stated that this project would be easier than a golf outing. Jack Manning agreed that “Beaver County salutes Hines Ward” will have a larger appeal. Dr. Troia stated that a lot of “good press” would come from such an event. Hines Ward may have a date that is suitable if we contacted him directly. Norm Kraus stated that his son frequently conversed with Hines on Twitter and that Hines does “tweet” back. He would have him contact Hines. Someone also suggested the Pittsburgh Steeler Club might be able to help.</p>
DISCUSSION	<p>Mindy McKee suggested that Dr. Troia should sign all the letters sent out to local businesses and foundations instead of Board Members doing this. ORTC report/brochure could be included or they could be referred to the report on the website. Board members could write their own personal notes to include however Dr. Troia should sign the letter. Everyone thought this was a good idea. Bill Weber suggested Board Members names listed on the left side of the letterhead. Bill will provide a copy of something like this to Dr. Troia so he can use it as reference to put it on the letterhead. Mindy McKee stated that she liked the last page of the report much better as a cover page as it was much more in keeping with the “nature” idea. Dr.Troia said he could change the cover.</p>
DISCUSSION	<p>Chad Allen introduced himself as a new Board Member; he is a faculty member at Geneva College.</p>
DISCUSSION	<p>Donna Campbell motioned to adjourn the meeting, Mindy McKee seconds the motion, and all were in favor.</p>