

**Minutes of the Rail Trail Committee**  
**Thursday, 5/16/13**  
**6 PM at the Library**

**Present:**

Jennifer Carlino (Conservation  
Commissioner)  
Kathy Ebert-Zawasky  
Denny Goodrich  
Andrea Henry

Jon Kitchen  
Linda Kollett  
Sandy Ollerhead  
Jackie Schmidt (SRPEDD  
representative)

I. The meeting was called to order by Sandy Ollerhead at 6 PM

II. The minutes of the previous meeting were accepted.

III. Next Steps

A. Subcommittees

Rather than forming subcommittees we had an open discussion on the topics

1. Summer Picnic (Founder's Day Picnic)

There was discussion about having a table at the Founder's Day picnic.

Suggestions included:

- locate near the Conservation Commission table or other conservation group
- request being close to the food area
- distribute information to groups like the Girl Scouts
- provide a color informational flyer with information about bike safety on the back
- have a game or activity to engage kids
- have folks walk among the crowd with clipboards (collect names etc. of supporters and give out informational flyers)

Flyer Info should include:

- mission statement
- information about how the trail can be fun with many different uses
- great graphics
- QR code with link to website

Kathy Ebert-Zawasky offered to do a draft of the flyer and

Denny Goodrich offered to provide graphics

Andrea Henry offered to look into Vista cards to hand out.

2. Website Design

The Website will be called Norton RailTrail for now as that is the name used in other places. Jackie Schmidt will maintain the website and will have it ready by the Founder's Day picnic.

There was additional conversation about setting up a link to an online form from the website and Facebook to allow folks to indicate interest in the project. Suggested questions for the form included:

Do you want to receive email from the group?

What is your interest in the trail?

Biking

Walking

Horse

Riding

Abutter

Other

### 3. Letters for Selectmen and Community Groups

Andrea Henry agreed to work on the letter to the selectmen.

### 4. Drop Box – Denny Goodrich

Denny showed the drop box to the group and it was agreed that it was a great idea and would be useful for keeping information organized and also to provide a site for new ideas. Sandy will send out a link to everyone on the email list so that they can access the site.

### B. Individual Assignments

1. List of Abutters – Sandy will get this from Mike. Yunits If not available, Linda Kollett will call Town Hall

## IV. Miscellaneous

A. Meeting with Town Manager – May 21, 2013

B. Developing Flyer –see earlier under picnic

## VI. Open Session

### A. Review of Time Line

- 5/21 Town Manager meeting
- Approach selectmen
- Rally support at picnic

Main issue – safety – have examples of other trails and what they have done at major roads.

### B. Vision – How we Might Organize - Denny Goodrich

Three parts:

- Get out the work – sales and marketing
- Manage partnerships – sister towns and vendors
- Fiscal committee

## VII. The meeting adjourned at 7PM

Respectfully submitted,  
Linda Kollett, secretary