



**Montgomery Township**  
**Environmental Advisory Committee**  
**February 22, 2011**  
**7:30pm**

The monthly meeting of the Montgomery Township Environmental Advisory Committee (EAC) was held on February 22, 2011 in the Montgomery Township Municipal Building. The members of the EAC in attendance included: Nick Fortune, Beth Staab, John Griffies and Terry Wilson. Also in attendance were John Ferrier and Kirsten Boettcher, Montgomery Mall, Joe Walsh, Board of Supervisor Liaison, Bruce Shoupe, Director of Planning and Zoning and Kate Grubb. Absent were Varsha Desai, Jeff Gibbons, and Jeanine Hurry.

**I. Call to Order – Reorganization Meeting**

The Re-Organizational meeting was called to order at 7:38pm.

**II. Nominations for Chairman**

Chair Nick Fortune turned the meeting over to Vice-Chair Beth Staab to entertain nominations for the Chair position. Beth Staab nominated Nick Fortune for Chair and Terry Wilson seconded the nomination. The nomination passed 4-0.

**III. Adjournment**

The Re-Organization meeting ended at 7:42pm.

**IV. Pledge of Allegiance and Call to Order**

The Regular meeting was called to order at 7:42 pm.

**V. Approval of Minutes – January 25, 2011**

Nick Fortune made a motion to approve the meeting minutes from January 25, 2011 and Terry Wilson seconded the motion. The motion passed 4-0.

**VI. Public Comment**

None.

**VII. New Business**

**A. Earth Day 2011 – Montgomery Mall**

Lengthy discussion and planning was held regarding the upcoming Earth Day event. This event is a collaborative effort with the Montgomery Mall and will host a variety of inside vendors, displays & give-a-ways as well as outside recycling stations.

The Wissahickon Watershed Partnership (WWP) will have Cari Reilly staff the WWP table. They will organize two shifts consisting of 3 hours each shift. Additionally, Nancy with WWP may have someone for the composting table, but if not, a vendor like Wayside Gardening could also be contacted.

Beth Staab reported that the Montgomery County's Penn State Extension, which heads up the 4-H Program for the county, may be interested in a table to demonstrate gardening/agriculture techniques. Linda Hoade will be getting back to Beth to see if any of the master gardeners would volunteer to help with the event.

Discussion ensued regarding bike trails and bike safety. John Ferrier, Montgomery Mall, offered that Peggy Schmidt from TMA (Transit Motor Authority) may be able to assist with a table regarding bicycle Ride & Share programs. Beth Staab commented that she could contact someone regarding a bike helmet raffle and the promotion of bike safety. A similar raffle and table were very popular when held at an elementary school. Kirsten Boettcher added that she could reach out to Dick's Sporting Goods for donations regarding bike helmets.

Bruce Shoupe reported that John Ferrier is trying to get 3 energy efficient vehicles to help promote the event. Beth Staab added that Septa has a "Go Green" hybrid bus; and since one of Septa's bus stops is at the mall, the committee should contact Septa to see if Septa could display its bus at the event.

Kirsten Boettcher reported that the shredding program will be from 10am to 1pm outside of the mall and is still waiting for a confirmation from 1-800-JUNK. The paper shredding is limited to residents with no more than 2 boxes of shredding. The shredding and recycling collection site will be by the H&M clothing bins outside of the mall. Additionally, Kirsten Boettcher will reach out to retailers and obtain commitments as the event approaches.

Bruce Shoupe reported that he reached out to Bertucci's, Bottom Dollar & Taco Bell to help sponsor the event. He added that the committee will have recycled grocery bags to give out the day of the event. Staff will order 500 bags and they will be green with white lettering. Bruce Shoupe passed around an Earth Day promotional magazine he received in the mail.

Discussion was held regarding Arbor Day and the tree give-a-way for MT residents. John Ferrier thought that the trees from this program should go to the residents since the mall will be able to handle that expense. Additionally, John Ferrier said that he would walk over to Bertucci's and reach out regarding sponsorship for the event. Bruce Shoupe spoke with Kevin from Bertucci's about offsetting the costs of the shredding vendor.

Nick Fortune commented that the committee should start to advertise for Earth day in mid-March. Various advertisement sources could be newspapers, North Penn Network, Township (e-news, website, channel

22), the Patch.com, a preliminary press release from the Montgomery Mall and posted on its message board. Additionally, flyers can be posted on the doors to every entrance of the mall. The advertisements should include basic event details and key locations. Beth Staab will start a draft flyer and submit it to Bruce Shoupe for finishing touches by March 4, 2011.

Bruce Shoupe discussed that if Bertucci's becomes a sponsor, the outdoor area could be moved closer towards the inside events. John Ferrier and Kirsten Boettcher will walk outside and see how best to arrange the event and take into consideration various factors, such as traffic and safety concerns.

Nick Fortune inquired if the boy scouts were going to be volunteering at the event. John Griffies reported that the scouts have 5 or 6 volunteers so far. Discussion ensued as to how the boy scouts would be utilized either by handing out give-a-ways or assisting the vendors at the various display tables. John Ferrier added that there is a wall in the Macy's court that event attendees could sign as a commitment to environmental excellence. The boy scouts could hand out the township reusable grocery bags after the participant signs the wall.

It was discussed to move the April 22<sup>nd</sup> meeting to April 6<sup>th</sup> in order to prepare for the event. Ultimately, the committee decided to meet on April 6<sup>th</sup> at 7:30pm and keep its original meeting on April 22<sup>nd</sup> at 7:30pm as a wrap up meeting.

#### **VIII. Old Business**

- A. Nick Fortune reminded members to submit any environmental tips to be placed on the website or in the E-News to Bruce Shoupe.
- B. Nick Fortune stated that the update of energy data into ICLEI software for 2010 will be completed after April.

#### **IX. Other Business**

#### **X. Adjournment**

There being no further business to come before the Committee, the meeting adjourned at 8:46pm. **The next meeting of the Environmental Advisory Committee will be March 22, 2011 at 7:30pm.**