

# Bogota Beautiful

A path to beauty & abundance

## Meeting Agenda for March 16, 2016 – 7:30PM

### 1. Roll-call

| Board Members                 |                                     |                           |
|-------------------------------|-------------------------------------|---------------------------|
| Chairperson: Amaru Bustamante | Vice-Chairperson: Isabel Bustamante | Secretary: Randall Esulto |
| Treasurer: Marysol Rodriguez  |                                     |                           |

| Active Members    |                    |                  |
|-------------------|--------------------|------------------|
| Debbie Deveau     | Linda Diaz-Murphy  | Daniele Fede     |
| Maggie Fong       | John Fowler        | Joseph Gallagher |
| Cornelia Geraghty | Michael Leong      | Pauline McDonnel |
| Pedro Mejia       | Christine Mitchell | Alicia Pugh      |
| Michelle Rebain   | Nancy Sierra       | Joe Baldacci     |

### 2. News and Recent Events

- 2.1. Monthly Meetings location has changed from Council Chambers to Steen School Media Center
- 2.2. Wine & Cheese Social was canceled and will be rescheduled
- 2.3. Awaiting Trademark application status
- 2.4. NJ Collaborating Center for Nursing awarded Bogota Beautiful a \$5K Grant for health and wellness initiatives. Special thanks to Angela Alberti for leading and writing the grant application.
- 2.5. Pro Bono Partnership has accepted Bogota Beautiful as a client. They are assigning a lawyer to process our non-profit applications to NJ and Fed
- 2.6. One month left of fundraising with FlowerPower! Please return your order sheets and envelopes at the next monthly meeting on Wednesday, April 20th.

### 3. Open Projects

#### 3.1. Earth Day Cleanup 2016

- 3.1.1. What: Second year Earth Day Cleanup event of Bogota areas
- 3.1.2. When: April 23, 2016
- 3.1.3. Where: Olsen Park, West Fort Lee Road (train tracks)
- 3.1.4. Why: To clean up public areas of Bogota and being consistent with a quality of life improvement
- 3.1.5. Who: Project Lead/s: Amaru Bustamante, Isabel Bustamante

3.1.5.1. Resources: Earth Day Cleanup Committee (Cornelia G., Michael L., Christine M., Diane M., Joe G., Marysol R., Pedro M., Jason M.), Steen PTO, Bogota Girl Scouts, Bogota Rescue Squad, etc.

### 3.1.6. Updates:

3.1.6.1. Sydney M. and Alicia P. volunteered to post flyers and/or banners around town publicizing this event

3.1.6.2. Three Clean Up locations chosen (Olsen Park ball fields, West Shore Avenue up to VFW, and E. Fort Lee Road train tracks entrance)

3.1.6.3. Earth Day Flyer complete

3.1.6.4. Earth Day Banners purchased and were installed in front of Steen School and Bogota HS

3.1.6.5. DPW support was requested on 2/15 and 3/15. Awaiting confirmation.

### 3.2. Yoga In The Park 2016

3.2.1. What: Yoga lessons led by volunteer certified yoga instructors

3.2.2. When: Every Saturday in May and June 2016, 9am – 10am

3.2.3. Where: Olsen Park

3.2.4. Why: To promote health and wellness

3.2.5. Who: Project Lead/s: Isabel Bustamante

3.2.5.1. Resources: Amaru Bustamante, Lynn Demetrakis, etc.

### 3.2.6. Updates:

3.2.6.1. Lynn Demetrakis, Kathryn Livingston, and Helene Cierzo have agreed to be volunteer Yoga instructors so far

3.2.6.2. Flyers are now available. Requesting volunteers to distribute to businesses.

### 3.3. Walk with the Mayor 2016

3.3.1. What: A walk through Bogota with the Bogota Mayor, Christopher Kelemen

3.3.2. When: Tentatively Saturday, June 11 2016, 11am

3.3.3. Where: Tentative start at Borough Hall or Bogota HS, route through the town, end at Olsen Park

3.3.4. Why: To promote health and wellness

3.3.5. Who: Project Lead/s: Amaru Bustamante

3.3.5.1. Resources: Christopher Kelemen, Angela Alberti, etc.

### 3.3.6. Updates:

3.3.6.1. Meeting with the Mayor tentatively scheduled for week of 3/21 to begin formal planning

3.3.6.2. Length and route to be determined (e.g. 2K starting at Bogota HS, ending at Olsen Park or Community Garden)

### 3.4. Storefront Pop-Up Art Gallery

3.4.1. What: Request Bogota store-fronts and other public-display venues to host artwork of local Bogota artists. These might be “pop-up” events where artwork is displayed for a limited time, may or may not have an event associated with it (e.g. “meet the artist”, etc.), and the artwork may or may not be for sale as determined and agreed by the participants.

3.4.2. When: Year-round, on a rotating, and voluntary basis of participating hosts and contributing artists

3.4.3. Where: Bogota-based storefronts and other Bogota venues where artwork may be publicly displayed

3.4.4. Why: To promote local artists and businesses, and, in keeping with the Bogota Beautiful mission, to beautify Bogota and enhance the quality of life and level of satisfaction of its residents. To fulfill on the possibility of beauty and aliveness.

3.4.5. Who: Project Lead: Amaru Bustamante

3.4.5.1. Resources: Isabel Bustamante, Joseph Gallagher, Bob Calleja, Daniele O'Brien, Stephen Mazzella, Robert Robbins, etc.

3.4.5.2. Target participants: Local artists, businesses, visitors

3.4.6. Updates:

3.4.6.1. Library's new "fair use" policy is approved. Artists are now welcome to apply to display their art at the Library gallery.

3.4.6.2. Santa Fe Wine & Liquor is available to display artwork in their front window

### 3.5. Street Banners

3.5.1. What: Fixtures and Banners that can be displayed on W. Main St. year-round for different holiday occasions

3.5.2. When: TBD

3.5.3. Where: W. Main Street street lamps

3.5.4. Why: To beautify Bogota and celebrate different seasons

3.5.5. Who: Project Lead/s: Requesting a project leader

3.5.5.1. Resources: Brian, Alicia Pugh, Bogota DPW, etc.

3.5.6. Updates:

3.5.6.1. Linda and Brian have procured donations of pole displays, which are being stored at DPW

3.5.6.2. Custom holiday recipe book fundraiser in progress. Requesting three volunteers to spread the word; All holidays welcome

### 3.6. Community Garden

3.6.1. What: By permission of the Bogota City Council, a community garden installed by Bogota Beautiful, and maintained by Community Garden members that provides land for plants, flowers, herbs, and possibly produce

3.6.2. When: Year-round beginning Q2 2016

3.6.3. Where: Corner of River Road and E. Fort Lee Road next to World War I memorial

3.6.4. Why: To provide a common gardening space for Bogotians (including those who may not have their own gardening space, such as apartment dwellers) to share gardening tips and build friendships while contributing to the community and environment. To fulfill on the possibility of beauty, sustainability, and abundance.

3.6.5. Who: Project Lead: Isabel Bustamante

3.6.5.1. Resources: Cornelia Geraghty, Nancy Sierra, Joe Baldacci, Marysol Rodriguez, Michael Leong, Pauline McDonnel, Alicia Pugh, Amaru Bustamante, Joseph Gallagher, Teaneck Community Garden leaders, City Green, Eric Fuchs-Stengel, etc.

3.6.6. Target participants: Bogota Beautiful Community Garden members

3.6.7. Updates:

3.6.7.1. Community Garden five rain barrels are being worked on as an art project in Bogota H.S. art class, and initial photos have been provided of the progress

3.6.7.2. English and Spanish language Sponsorship letters have been created and are being distributed

3.6.7.3. Joe Baldacci is working on potential building permit requirements

3.6.7.4. Petition signatures, and an online survey results procured of individuals supporting a Community Garden implementation

3.6.7.5. Confirmed that a Community Garden counts for 10 points towards Sustainable NJ re-certification:

<http://www.sustainablejersey.com/actions-certification/actions/#close>

3.6.7.6. Sculpture art donation has been procured

3.6.7.7. Garden Project Plan completed and submitted to the Bogota City Council

3.6.7.8. Five individuals have volunteered to be members of a new Community Garden Committee to be formed to uphold rules, etc. working under the Bogota government's discretion

3.6.7.9. On 3/3/16, a motion to form a Mayor's Special Committee was stricken in favor of adopting a Resolution at the 3/17/16 meeting. Councilwoman Fede gave a presentation of the Community Garden plan, and she, along with Councilwoman Gates-Ferris and other council members applauded Bogota Beautiful's efforts thus far.

3.6.7.10. The Resolution was stricken from the 3/17/16 Council Agenda. Councilwoman Fede will address this topic so we understand where we're currently stuck and what options may be available to progress.

### 3.6.8. Give A Garden

3.6.8.1. What: Offer to plant a vegetable garden on neighborhood properties

3.6.8.2. Where: Private homes' yards, and other properties (e.g. corner of Fort Lee and River Road across from gas station)

3.6.8.3. Why: To meet our neighbors and introduce them to vegetable gardening as just one part of sustainable living. In keeping with the Bogota Beautiful mission, to beautify Bogota and enhance the quality of life and level of satisfaction of its residents. To fulfill on the possibility of contribution and sustainability.

3.6.8.4. Who: Project Lead/s: Joseph Gallagher

3.6.8.5. Updates: Moved as a sub-project of the Community Garden project

## 4. **Other Business, New Project Ideas or Requests**

4.1. Bogota Beautiful will participate at the Green Fair, March 19<sup>th</sup> 10am – 1pm

4.1.1. Volunteers Pauline M., Joe G., and Nancy will be at the Bogota Beautiful table

4.2. Requesting creation of a Certificate of Acknowledgement that Bogota Beautiful can give to our volunteers and donors

4.2.1. Randall Esulto agreed to take on this request

4.2.2. Agreed on 11/18/15 that this will be included as part of the Earth Day Cleanup project

4.3. Provide an incentive to residents to keep their properties well maintained

4.3.1. Pedro and Marybeth Mejia volunteered to lead this initiative

4.4. Website and Social Media (Facebook, Twitter, Instagram, Pinterest) are regularly updated Please Follow, PIN and Tag us anytime!

## 5. **Open Discussion**