



Community Preservation Committee

36 Court Street
Springfield, MA 01103

<http://www.springfieldcityhall.com>

Regular

~ Minutes ~

Kathy Calvanese

Tuesday, January 3, 2023

6:00 PM

Utilizing Remote Collaboration Technology

I. Call to Order

6:00 PM Meeting called to order on January 3, 2023 at Utilizing Remote Collaboration Technology, (Online), Springfield, MA.

II. Public Portion

Springfield Community Preservation Committee

January 3, 2023

Due to the Covid-19 Pandemic and pursuant to the Governor's Executive Order concerning the

Open Meeting Law, the Springfield Community Preservation Committee will continue to meet remotely until further notice. A full video recording of this meeting can be viewed here:

<https://www.facebook.com/Springfield> <<http://www.facebook.com/Springfield>>
CommunityPreservationCommittee/

Public comments on this meeting or in general may be mailed to Community Preservation Committee, City Hall, 36 Court Street, Springfield, 01103 or e-mail to: cpc@springfieldcityhall.com

Present: Juanita Martinez (Conservation Commission Representative) - Clinton Harris (Park Department Representative) - Ralph Slate (Neighborhood Representative) - Robert McCarroll (Springfield Preservation Trust) Gloria DeFillipo (Planning Board Representative) - Rhonda Sherrell - (Neighborhood Representative). Willie Thomas (Housing Authority) Joined the meeting later: Lamar Cook (Neighborhood Representative) and Judy Crowell (Historical Commission) A quorum was present.

Agenda

Approve Minutes of December 6

Revise 2023 Application Instructions

Request for Contract Extension to June 30, 2023: Atwater Park, Forest Park Trolley

Pavilion, Magazine park Phase I

Administrator's Updates

Other Matters

Next meeting -February 7

Approval of December 6 Minutes

Clinton made a motion to accept the minutes, seconded by Willie Thomas. All In favor.

Revise 2023 Application & Instructions

Reviewed the new on-line application that will be used for 2023 application cycle.

Motion made by Gloria DeFillipo to adopt application and new format. Seconded by Clinton Harris. All in favor. **Yes:** Gloria DeFillipo, Clinton Harris, Ralph Slate, Rhonda Sherrell, Willie Thomas, Lamar Cook, Juanita Martinez, Robert McCarroll.

Motion made by Gloria DeFillipo and seconded by Juanita Martinez to accept approved paragraph language for applicants requesting funds for a study. All in favor **Yes:** Gloria DeFillipo, Juanita Martinez, Clinton Harris, Ralph Slate, Rhonda Sherrell, Willie Thomas, Lamar Cook, Robert McCarroll.

Members who do not want paper copies of grant applications Gloria, Clinton & Judy

Request for Contract Extension to June 30, 2023: Atwater Park, Forest Park Trolley Pavilion, Magazine park Phase I

Motion to extend the contract extension request from the Department of Parks, Buildings and Recreation Management, made by Clinton Harris, seconded by LaMar Cook. All in favor: **Yes:** Clinton Harris, Lamar Cook, Ralph Slate, Rhonda Sherrell, Willie Thomas, Juanita Martinez, Gloria DeFillipo, Judith Crowell, Robert McCarroll.

Administrator's Updates and Other Matters

There are no pressing updates.

Bob McCarroll suggested that since all the current lottery winners in the Historic Homes Restoration Program have now been reviewed for the scope of the work, we could move forward with a new lottery.

For clarification purposes: Applications received in the July 2022 lottery remain in the pool for this next round of funding and will be added to any new applications that are submitted before

the next deadline (timeline for new lottery TBA). Bob asked the subcommittee to meet before the next meeting to discuss a timeline and to recommend any changes to the program.

Grant Application Workshop will be held at the next meeting February 7, 2023.

A brainstorm session followed regarding marketing/outreach and long term awareness of CPA and explored the possibility of holding the workshop live and other potential outreach. In the past (and for this next workshop), a press release is sent to Mass Live, The Reminder, AMPOV, El Pueblo Latino, local neighborhood councils are notified and our mailing list (500 pp) emailed. The announcement is posted on the city webpage and the SCPC Facebook page.

The Committee were in agreement that a live workshop is ideal but Zoom has the potential to reach viewers after the meeting and Covid-19 is still a consideration.

Highlights of discussion:

Judith Crowell offered an overview of the application *Streamyard* that has a recording option which allows for a live rebroadcast of a meeting. In other words, the original recording can be rebroadcast to a new audience using a live setting. It has the potential to offer an interactive session with a new audience whom did not attend the original meeting. Both the original and rebroadcast can be hosted on the SCPC Facebook page.

LaMar Cook suggested Masslive offers a targeted geo-post or USPS has print mail bulk rate.<https://www.usps.com/business/every-door-direct-mail.htm>

Tabling efforts at a farmers market (Forest Park and Tower Square have winter markets) MLK or other events in the next 6 weeks. Maybe a workshop or outreach in summer months for a long term awareness of CPA since 6 weeks is not sufficient time for applicants unfamiliar with the application process.

Request to our email distribution list and City Council to forward the workshop information, specifically previous grantees who have a network of users; i.e. groups who rent the park facilities. Target additional outreach efforts to groups or other resource agencies i.e. environmental, housing, who have not applied for CPA funding but may have a project that qualifies.

Bob McCarroll suggested a paid sponsored Facebook post to expand outreach.

It was discussed and recommended that the sponsored post encourage questions in advance to read and answer at the workshop. It was suggested that we could also mention a rebroadcast of

the workshop in two weeks where members can have their questions answered. An email blast targeted to our mailing list will be sent and a press release.

Adjourned. Next meeting February 7, 2023