

East 40 Advisory Committee

25 April 2025

Zoom Link: <https://northhampton-edu.zoom.us/j/91361085534>

March Minutes

Attendees: Katelynn Frey, Kelly Allen, Madison Pagets, Cindy Vojnovic, Alex Brands, Carol Burns, Kate Scuffle, Catarina Di Maria, Cathie Given, Rodney Weems, Gine Turner, Alex Zungia, Kegan Hilaire, Nathanael Ramos, Christine Pense, Rachael Gorchov

Agenda:

- Strategic Plan with Context Materials
 - The East 40 has completed our strategic plan.
 - This has been a labor of love that our strategic plan teams have been working on for the last seven months.
 - The final piece that we are missing is the budget. We anticipate this will take another six months to develop this overall budget.
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- Intern Update
 - Our two international student interns, Helena and Shams, have been with the East 40 for about a month. They have been conducting research on off grid greenhouse systems.
 - The East 40 is hoping to create an off-grid greenhouse made from repurposed chain-link fencing posts. This structure will be utilized by community gardeners for plant starts as well as students to learn about cold season extension.
- Community Education
 - Small Engine Repair section one was a great success. The second section of the course was canceled due to date changes and low enrollment.

- Mike, plans to develop more specialized courses for the future such as lawn mower repair, chainsaw repair, tiller repair, and more
 - Cindy's natural dye intro class is sold out! Spots are still open for her blues and reds courses.
 - We are in development for offering gardening and beekeeping courses this summer.
- Marketing and PR
 - Engagement is steady trending.
 - We received a large amount of engagement through our push for the Artist in Residency.
 - We will be picking up activity on our Farm Market pages.
 - We are hoping to trial sending out weekly email and text reminders for the Farm market.
- Residency Update
 - Finalists have been chosen, Kat Bohn, Rain Black, and Erika Salus.
 - Kat- recording bees to incorporate with music made with the hammer dulcimer.
 - Rain- Collecting materials to make cordage and woven baskets
 - Erika- Making homemade paper using East 40 plants and printing images of the East 40 using tea tree oil for the image transfer method.
 - All artists will be present from 12-1 at the Summer Equinox event set for June 20th from 10-2. They will be there to introduce themselves to the community and share their craft and project ideas for the summer!
 - Residency will take place July 13th to August 23rd.
- Lenape Exhibit at Pocono Gallery
 - Lenape Conference November 7-8
 - Lenape art will be in the gallery space of the Pocono campus for the Fall semester.
 - We are in talks to offer a opening reception in October.

- Plant sale and Farm Market
 - Plant sale- May 7th from 10-2 in the Quad.
 - Steph of Beau Flower Farm will be selling singles and six packs of various flower varieties.
 - Lauren Hahn of Hahn Acre Bushel and Bloom will have herb starts
 - We will have bread for sale from Bub's Bread out of Bethlehem
 - Sodexo will have grab and go food options as well during the event.
 - The Farm Market at NCC will start up again on June 4th! Every Wednesday from 10-2 June-October.
 - New Vendors: Bub's Bread, Lathers and Lotions, Hahn Acre Bushel and Bloom
- Classroom and Structure Update
 - Applications and paperwork has been submitted
 - We anticipate that the township will come out to do inspections of the spaces to determine if any of the structures need additions to be brought up to code.
 - Phase one: Bring utilities to the East 40. Small structure that will have two bathrooms and a wash station.
 - We do not have a timeline for this at this time.

Questions:

Take aways:

Decisions made: