

## East 40 Advisory Committee

28 March 2025

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

### February Minutes

Attendees: Kelly Allen, Katelynn Frey, Alex Zuniga, Nathanael Ramos, Madison Pagats, Carol Burns, Rodney, Kate Scuffle, Catarina Di Maria, Gina Turner, Robin Cunconan-Lahr, Cindy Vojnovic, Rachael Gorchov, Kegan Hilaire, Holly O' Connor,

### Agenda:

- East 40 Trifold and [Maps](#)
  - Alex, our garden manager, has created a visitor's guide featuring a map of the East 40 and highlights our current programs. Alex has also created maps to highlight our main attractions at the East 40. These include, the Poetry Walk, Disc Golf Course, animals and plants, gathering space, eco features, and more!
  - The East 40 Team plans to distribute these visitor's guides around campus and the community to help increase awareness of our programs and site!
- Building Permits
  - All but one of our current structures is not currently permitted.
  - We are going through the permit process now to be able to set up our current structures to be permitted.
  - There is a chance that some of our buildings may need to come down. These include our current classroom, office space, and ceramics studio.
  - Kelly is set to have a meeting with the administration to review our budget for whether our buildings need to come down and what solutions can be done with the remaining funds we have available.
- Lenape Conference Update
  - The second annual Lenape Conference is set to take place on November 7<sup>th</sup> and 8<sup>th</sup> at our Pocono Campus.
  - We are in a better position to predict what things we will need to do in their order
  - The Conference Planning Group meets bi weekly. We will be taking off for the month of April due to scheduling conflicts.
- Intern Update

- The East 40 has brought on two international student interns, Helena and Shams. For their internship, they are working with Katelynn in designing a greenhouse/hoophouse structure. This greenhouse will be constructed using reclaimed materials from the chain link fence that borders our neighboring development. The students have been working on topics like site selection, greenhouse shape and design, and researching off grid heating and irrigation solutions.
- Community Education
  - The East 40 is partnering with the Fab Lab to host two sections of Small Engine Repair classes. Our first class is set to start on April 4.
  - Cindy Vojnovic's natural dye classes are live on the Community Education website for registration. She will be offering an Introduction to scouring class and two dye classes. One on Blues (Woad
  - Cindy will also be hosting a farm to tableware series where students will be able to create their own tableware set from start to finish using all East 40 harvested materials!
  - The East 40 has been working with the Community Ed department to have a ½ page insert to highlight our general class offerings and
- [Marketing and PR](#)
  - Facebook engagement is trending high
  - Instagram seems to be dropping off, but this is consistent across other social channels Carol manages, so this may be due to the algorithm
  - Rachael brought up a good point to maybe offer subscribers the opportunity to opt in to text updates for the Farm Market. We would like to explore this option!
- Spring Equinox
  - The 2025 Spring Equinox celebration was a great hit! With 40 people in attendance.
  - We hosted a seed share event with the Bethlehem Co-op and Food to Flourish.
  - We also worked with Chef Char to create a strawberry tiramisu dish with tea and refreshments that was an amazing hit!
  - We discussed making the Fall Equinox a celebration of 15 years of the East 40.
- Strategic Plan update
  - We are on the home stretch of putting together our strategic plan.
  - At our last strategic plan meeting, Holly suggested we put together a timeline of activities and main milestones of the East 40 to help highlight all the work we have accomplished over the last 15 years.

- Our Pillars, Objectives, Deliverables are solidified, and we are working to create our assessment tools.
  - Once all of these are put together, we will be working with Holly and Tracy from the grants office to finalize our plan to present to the administration for review.
  - 2025 Residency Application Results
    - Top Votes: Rain Black
    - Faculty Finalists: Erika Salus and Eva Di Orio
    - Other Finalists: Connor McGaughran, Kat Bohn or Bethanne Parker
    - Folks who submitted votes for the finalists will meet again to view the finalist to determine our three 2025 artist in residents
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Questions:

Take aways:

Decisions made: