

NADF Meeting of 4/10/11 5:00 pm (additions in red)

Individuals' names have been changed to "NADF Officer," "Volunteer," or "Donor."

Legal issues

Issue	Action	Lead person
Matt Pawa	Agree to hire?	Yes.
Retainer agreement	Sign, send check?	NADF Officer will finalize contract, get officers to sign. NADF Officer will send check for \$2,000. Contract signed by NADF Officers sent to Matt with \$2,000 check on 4/6/11.
Peter Puciloski	Agree to keep for now?	NADF Officer will talk to Peter, tell him about our hiring of an environmental specialist to deal with the DEP, but we need him to complete our 501(c)(3) application, and confirm same in letter. NADF Officer told Peter about Matt, and discussed revisions to 501(c)(3) application after our application to the Department of Public Charities
D&O insurance	Agree to purchase?	NADF Officer and Volunteer agree that homeowners' umbrella policies protect against libel and slander, etc. Some Volunteers don't have umbrella policies. NADF Officer recommends an umbrella, usually about \$250 per year, will research umbrella v. D&O and let us know. NADF Officer is pursuing the D&O insurance need this week.
Legal strategy	Develop DEP intervention?	First write legal letter to DEP explaining why DEP should not grant permits for CA operations. If DEP grants permits, we will appeal and attend an adjudicatory hearing. If CA wins, we fight HMA special permit from Sheffield ZBA (and may fight special permit for crushing which has never been applied for). Consider getting Sheffield Board of Health to hold hearings and forbid the HMA plant. Matt and Wes have received all relevant summaries and DEP documents from NADF Officer. Plan is to submit a lawyer letter to DEP with a sound engineer's expert report before DEP makes its decision on permitting CA. NADF Officer has researched highly-qualified sound engineers and will work with Wes to select someone, hopefully from Harvard or MIT. NADF Officer will ask Wes: 1) whether we should call Marc Simpson and sensitize him about performing southern boundary background noise level at NADF Officer's house and doing it right this time; 2) whether NADF Officer should respond to Clemente's responses to NADF Officer's most recent letter to the DEP about noise/dust.

Fundraising

Issue	Action	Lead person
\$2,000 retainer	Raise immediately?	NADF Officer has donated \$1,000 and NADF Officers have donated \$500 each for the total retainer of \$2,000, to be mailed to Matt ASAP. Mailed on 4/6/11.
\$8,000 for DEP effort	Deep pocket requests?	NADF Officer will approach Donor and ask him if he would be willing to ask people on our behalf, and perhaps donate. Also will approach Donor for same. NADF Officer will approach Donors, and possibly Donors. Will be tax deductible. Consider \$5,000 donation. NADF Officer met with 6

		Donors. Two are sending small contributions (contributing heavily to CHP) and one is sending a significant check.
		Donor suggested we speak to Volunteer, Chair of Sheffield Land Trust, re the Donor family. Donor suggested we ask Donors of Egremont (NADF Officer will approach), also Donor of Ashley Falls (NADF Officer will approach).
		NADF Officer to approach Volunteer and the Ashley Falls Improvement Society for funding.
\$100,000 long-term		Foundations, public.
Foundations	Crane and Company?	Volunteer is friends with Donor, and will explore avenues to approaching the Crane Foundation. NADF Officer will ask Donor about NADF Officer approaching Donor to approach Donor.
	National Grid?	
	Haymarket People's Fund?	
	Ben and Jerry's?	
	New England Grassroots Environmental Fund?	Emergency funds can be applied for, total \$2,500. Volunteer to submit application to NEGEF for their emergency funding.
Natural resource groups?	Natural resources groups?	No
Public	Website?	Agreed on www.StoptheHMAPlant.com
	Flyers?	Volunteer has drawn up a wonderful smokestack/skull and crossbones flyer, Volunteer will work on wording.
	Door to door?	Volunteer has volunteered to go door-to-door,
	Community meeting?	Will be very important in fundraising.
	Email communication?	NADF Officer feels we should send a cover email with info sheet as attachment, Volunteer will craft cover email.
	1 page communication?	Volunteer feels we need a short simple 1-page approach,

Communications and Outreach (Operation Get Loud)

Issue	Action	Lead person
Overview	Develop a plan?	Volunteer has agreed to develop an overall plan for our communications/outreach. Volunteer presented comprehensive plan for three phases:
	Phase 1 (now)	Send emails with 1-pager fundraising letter, announcing public meeting of 5/12/11, and including a 4-pager for those interested, first to immediate towns, and secondarily to regional towns.

		Also consider bulk mailings of 1-pager, pass them out in front of church, post office, consider door-to-door.
		Media outreach looking for interviews with NADF Officer and other neighbors, and provision of media kit to help assure accurate coverage. a) Volunteer to contact Editor at Eagle; b) NADF Officer to contact Reporter at Berkshire Record; c) NADF Officer to contact Editor re May/June issue of Sheffield Times; d) NADF Officer to contact Editor at Lakeville Journal; e) NADF Officer to contact Producer of WAMC; f) Volunteer to contact Reporter of GB Community Radio; g) NADF Officer to contact Programmer at WKZE (98.1);
	Phase 2	Community meeting at Parish Hall (or the Old Schoolhouse) in Ashley Falls.
		Consider getting Ashley Falls Village Improvement Society to pass a resolution opposing the new plant,
		Yard signs and flyers door to door.
	Phase 3	Reach out to region, involve politicians to weigh in with DEP, consider more meetings (? Bitterman Center or Geer Village in Canaan).
Name	Decide on final?	StoptheHMAPlant. This is the name of our current project. Will change our NADF name only by adding d/b/a Healthy Neighborhoods (NADF Officer will check with Peter P. as to when and how).
Logo, yard signs, bumpers, flyer, etc.	Develop?	Volunteer has sketched an initial flyer with smokestack and skull and crossbones. Volunteer will talk to Volunteer and NADF Officer will talk with Volunteer and see if we can have them work together somehow in designing and producing our materials. NADF Officer to work with Volunteer and Volunteer on flyer and ask him for contribution.
1-pager		NADF Officer to email latest version to Volunteer, who will shorten it to front page, with neighbor's signatures and visuals on the back (Volunteer, do you need NADF Officer to do it on Publisher?)
4-pager (old information sheet)	Decide complete?	Yes, send everyone .pdf info sheet. Volunteer to redo the 4-pager to make it consistent with the 1-pager, to be used as attachment in fundraising emails and letters.
Press kit		Volunteer to complete 1-pager, 4-pager, and message box (NADF Officer will email them to Volunteer) for Volunteer's press kit by Friday 4/15/11.
Website/facebook/email	Develop?	Now that we have the name, Volunteer can go forward with website/facebook/email design. Agree that website will be www.StoptheHMAPlant.com , email will be StoptheHMAPlant@gmail.com .
Email lists	Accumulate, refine?	Need to ask natural resources groups if they would be willing to send out our info sheet to their email lists. NADF Officer will talk to Volunteer of Sheffield Land Trust and Volunteer and

		Volunteer of Sheffield Historical Society. Volunteer will talk to Art Ames at Berkshire Coop. NADF Officer will talk to Volunteer of Berkshire Natural Resources Commission. NADF Officer to get neighbors involved in developing email lists, and getting everyone to forward any emails from us on to their friends and family. NADF Officers and Volunteers to send Kim all emails so that we can maintain a centralized alphabetical listing of email addresses. NADF Officer will show NADF Officer how to do mass emails. Must never send emails as group mailing, except under bcc (blind carbon copy) so people won't get upset that their emails are revealed to others.
White paper	Complete?	NADF Officer will ask Matt if white paper should be withheld from public viewing for a while?
Message box	Complete?	Volunteer
Elevator speech	Create?	Volunteer
Open meeting	Hold in Dewey? First meeting in Ashley Falls at ___ on 4/12/11 7 pm. 2 nd in Ashley Falls. 3 rd in Sheffield.	Can contact Priscilla Cote, of Sheffield Board of Health, also runs Dewey Hall, holds 150 people. Ask Matt about timing. NADF Officer will ask Wes if date is OK. NADF Officer to firm up Powerpoint show with Volunteer.
	Lawyers	NADF Officer to ask Wes when letters from the public should be directed at the DEP.
	Politicians	NADF Officer to ask Smitty and Ben if they will attend.
	Presenters	MC ? Volunteer. NADF Officer and Volunteer and ? other neighbors lead off with their testimonials.
	Visuals	NADF Officer to arrange with Volunteer to provide technical assistance for Powerpoint show. NADF Officer to put together 10-12 powerpoint visuals with greatest impact, on noise, emissions, and truck traffic.
	Review of history	CA behavior here and in Sand Lake, Pittsfield, and Falls Village.
	Health issues	NADF Officer to review major health impacts: noise, fugitive dust, PM2.5.
	Fundraising appeal	Ask assembled to contribute, send letters (? DEP at this point).
Newspapers	Decide when?	Can approach Reporter of Berkshire Eagle with a story, also Reporter (if still with Eagle). Can approach Reporter at Berkshire Record. Can approach Editors at Sheffield Times for April 15 th deadline.
Radio	Decide when?	WSBS, KZE, WMAC Producer (Volunteer knows wife); Volunteer knows 97.7 FM community environmental radio's Programmer; NADF Officer knows Reporter at KZE 98.1 in Sharon, CT; Smitty Pignatelli once a month has a 20 minute program on WSBS, what's going on in area.
State politicians	Rep. Smitty Pignatelli?	NADF Officer will write, NADF Officer has contacted him with the info sheet, when DEP letter in.
	Sen. Ben Downing?	NADF Officer will write to Downing, when DEP letter in.

	DEP Dep. Com. Kimmel?	Matt will approach Kimmel when DEP letter in.
	Gov. Deval Patrick?	Volunteer will talk to Mike when DEP letter in.
	MA AG Martha Coakley?	Needs to be a Sheffield person when DEP letter in. NADF Officer ask Wes when to contact Coakley's office.
	CT AG George Jepsen?	NADF Officer will contact AG's office when DEP letter in. NADF Officer ask Wes when to contact Jepsen's office, and the CT DEP office. NADF Officer will show Jepsen the 2/7/08 letter from Blumenthal to Sheffield ZBA.
Local politicians	Selectmen?	
	Board of Health?	
	Building Inspector?	
	ZBA?	
Natural Resources Groups	Berkshire-Litchfield Environmental Council? BLEC	Willing to hold forum but will ask Matt how he feels about other groups doing so. May ask Volunteer how he feels about living downwind of plant.
	Berkshire Natural Resources Council?	NADF Officer will speak with Volunteer. NADF Officer to speak with Volunteer on Monday 4/11/11.
	Housatonic River Initiative?	NADF Officer to speak with Volunteer.
	Nature Conservancy	NADF Officer will talk to Volunteers.
	Trustees of Reservations?	
	Falls Village-Canaan Historical Society?	
	Friends of Hudson ?	NADF Officers (and others?) will have pizza with Volunteer on Tuesday April 12 th at 1:30 pm at Baba Louie's in Hudson.
	BEAT ask Volunteer to send 4-pager	NADF Officer to ask Volunteer if she would send her email list the 4-pager.

Adjournment

Meeting adjourned at 7:00 pm. Next meeting on Wednesday May 4, 2011 at 4:00 pm at NADF Officer's house.

Respectfully submitted,
NADF Clerk