

NADF minutes of 3/21/11 meeting

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

Meeting convened at 10:00 am.

History of effort

NADF Officer described, for our newer members, her first efforts in countering the HMA plant in late 2007, with neighbors and friends in Canaan, and started the first organization, named _____ (NADF Officer, please fill in). The group then expanded to involve several Sheffield residents, eventually forming the No Asphalt! Defense Fund of NADF. Since the withdrawal of CA's application to the Sheffield ZBA (February 2008), NADF Officer has worked intensively with NADF Officers to follow CA interactions with MassDEP and the Sheffield ZBA, and develop materials to be used in a community education process. Since early March 2011, Voounteers have joined in the effort to further develop and focus our educational, fundraising, and legal efforts.

Approach to communications with the community

Need to go public as soon as possible (after getting OK from P. Puciloski). Agreed to "saturate" the community and the Berkshires by using an integrated website/facebook/email system. The website (www.stoptheHMAplant.com) would serve as our connection to the more mature community, and have all our documents, including our logo, flyer, information sheet, and whitepaper with pictures, diagrams, etc. It would allow people to access and download documents, with no need for our involvement and at no expense. The facebook page and email (change to stoptheHMAplant@gmail.com) would allow us to let people know when there is something new on the website, and would connect us more strongly to the younger community (although many older people are now communicating with grandchildren through facebook and email). We may want to access a volunteer communications person to help us negotiate relationships with newspapers, radio, etc.

Logo

Considered a number of different easy-to-grasp phrases that would have impact and yet be accurate. Decided to adapt the Stop the SLC Plant logo from the Friends of Hudson effort to stop the St. Lawrence Cement plant between 1999 and 2006, by changing the SLC to HMA (see attached). NADF Officer to approach Volunteer, of Ashley Falls Improvement Society.

Legal needs

Discussion of P. Puciloski's role to date. Consideration of possible need for several attorneys on the team. Will be meeting with P. Puciloski on March 29, 2011 to clarify legal approaches and timing. Volunteer will help frame issues to be discussed with P. Puciloski. NADF Officer to speak with Volunteer of Sheffield. NADF Officer to speak with Weitz & Luxenberg in NYC. Volunteer to research attorneys with extensive experience in dealing with state DEPs.

Fundraising

Discussion of approach to early fundraising, primarily to fund early legal needs at this time. Importance to get participation of members in all the affected towns. NADF Officers to speak with several interested parties in Sheffield. NADF Officer to speak with several interested possibilities in Norfolk, North Canaan, and Falls Village. Also consider approaching the various environmental organizations that have expressed interest. Volunteer has been in contact with New England Grassroots Environmental Fund and has looked at their application for a \$2,500 grant. The next application deadline is in September 2011. She will be looking into several other environmental groups that sometimes have emergency funds available to assist our type of organization in getting off the ground financially.

Time line

1) Integrate message box and flyer and send suggestions to NADF Officer (Volunteers); 2) Complete materials, send to P. Puciloski for clearance (NADF Officer); 3) set up website, facebook, and email system (Volunteer); 4) Research environmental lawyers (NADF Officers and Volunteers); 5) Start raising money privately (NADF Officers); 6) Suggest candidates for Sheffield ZBA; 7) Meet with Peter P., morning of 3/29th; 8) NADF Officer to approach Volunteer re graphic design help.

Next meeting

Tuesday, March 29, 2011 at offices of Lazan Glover & Puciloski, 785 Main Street, Great Barrington, MA, time to be determined.

Respectfully submitted,
NADF Clerk