

East 40 Advisory Committee

28 February 2025

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

January Minutes

Attendees: Kelly Allen, Katelynn Frey, Alex Zuniga, Madison Pagats, Rodney Weems, Alex Brands, Gina Turner, Natanael Ramos, Cindy Vojnovic, Abigail Michelini, Rachael Gorcho, Robin Cunconan-Lahr, Carol Burns, Cathie Given, Christine Pense, Holly O'Connor, Kegan Hilaire

Agenda:

- 2025 Residency CFP
 - Applications are live and open until Sunday 3/16. We may be looking to extend the deadline.
 - Featured on WDIY
 - We are looking to recruit students to join the committee
 - Kelly Allen tabled at an artist meet up event at the ice house on 2/23. He shared the residency opportunity. We are looking to host a similar event out at the East 40.
- Lenape Conference
 - Date is confirmed for November 7th and 8th at the Pocono Campus
 - We are moving the conference during the semester so more faculty and students can join.
 - The first half of the day will be traditional conference sessions and the second half will be more hands-on workshops.
- Volunteerism
 - As long as the weather stays warm, we are looking to offer volunteer hours after spring break
- Anticipated Class Visits
 - Robin Cunconan-Lahr, Kate Curry, and Gabby Gentile are set to offer class visits at the East 40 for the Spring semester.
 - Robin and Kate are both doing activities with their students around identifying local birds and building either homes or bird feeders to help support these species.
 - Gabby will be doing a pit firing for her advanced ceramics students.
- Community Education
 - Summer 2025 we will be offering four small engine repair classes in partnership with the Fowler Center.

- Cindy Vojnovic will be hosting several natural dye workshops as well as a farm to tableware series in partnership with Kegan of Blackbird Farm.
- We are in the process of restarting our gardening classes and bee keeping
- Marketing and PR
 - Spike in Facebook and Instagram engagement, Increase in newsletter subscribers.
- Spring Equinox
 - March 20th from 11-5pm, we will be hosting a volunteer day and a seed share event. Co-sponsored by food to flourish and the Bethlehem co-op. Join us for a fire, good conversation, and refreshments and snacks.
- Strategic Plan
 - We have revisited our pillar three objectives, as we saw our first iteration were very similar.
 - We are hoping to meet with the strategic plan group two more times before we will finalize
- Zoning
 - The institutional overlay was granted to the East 40 on 2/17!
 - We had incredible support from our community for this hearing. We filled half the room with supporting members. The board unanimously approved the zoning.
 - Next steps are to submit paperwork to permit current structures on site at the East 40.
- Classroom
 - Funding that was done previously for the East 40 classroom was reallocated to another project on campus.
 - We are hoping to use the remaining funds we have to put a standalone bathroom site with utilities.
 - We would like to join in with the college's upcoming capital campaign to aid us in funding the classroom.
 - We plan to continue working with revision to put together a design for the bathroom facility and updated classroom design.

Questions:

Take aways:

Decisions made: