

MINUTES OF  
ROSE VALLEY EAC  
MEETING OF NOVEMBER 22, 2022

**Attendance:**

EAC Voting Members: Leonard Busby, Chair; Roger Latham, Vice-Chair; Cindy McPherson; Katie Rubin; Byron Sherwood; Ron Ploeg

EAC Associate Members: Peter Howell

Other Attendees: Bill Hale (Mayor)(attendance during part of meeting because of competing commitments); Dave Firn (President of Borough Council)

**Call to Order:**

Leonard called the meeting to order at 7:38 pm.

**Approval of Minutes for Meeting of October 25, 2022:**

Roger moved to approve these minutes. Ron seconded. Approved unanimously.

**Discussion regarding proposal for environmental educational campaign during Rose Valley's Centennial Celebration in 2023:**

Katie shared some of her ideas regarding public education and outreach on important environmental issues confronting Rose Valley's future. She identified three tentative priorities in this order: (1) carbon footprint; (2) pesticides; and (3) storm water runoff.

The overarching theme for what Katie described as "The Next 100" involves how to prepare Rose Valley for a better environment during the next 100 years.

Discussion included: how best to engage the public; that effective use of social media such as Facebook requires both frequency of posting and that posts be timely and current with respect to upcoming events and activities; looking for ways to connect respect for the environment with the founders of Rose Valley; planning activities that are kid-friendly and that will engage families.

Katie described next steps as follows: reach out to the community for ideas; scheduling a kick-off event in January of 2023; and scheduling free events and free speakers.

**Update on EAC Website Overhaul:**

Roger shared that Swarthmore College is now subsidizing/paying for its college students to do community work as interns. Roger said that he is considering reaching out to Swarthmore College for an intern to contribute 10-40 hours of work on the website overhaul.

There was discussion on the possible need to replace Vippy as the person who will post things to the EAC website given her plans to relocate to Boston for her new job at MIT.

**Social media policy:**

Katie, Roger, Byron, and Dave agreed to work on a proposed Social Media Policy for the Borough which would, in turn, guide future social media postings by the EAC.

**Adjourn:**

Upon motion duly made and seconded the meeting adjourned at approximately 9:10 pm.

Note: Other items listed on the agenda were deferred.

Respectfully submitted,

Leonard Busby,  
Acting Secretary