



## Norwalk Hometown Pride May 14, 2018

### **Meeting Notes**

Attending: Deanna Schulz, Mike Foss, Christie Petersen, Lucinda Sperry, Sandie Rohrer, Debbie Marmon, Katie Flinn, Jeannie Sullivan, Judy Corcoran

The meeting was called to order by Mike Foss at 5:03 p.m. Minutes of the meeting of April 9, 2018, were approved on motion by Sperry, seconded by Finn..

### **Financial Summary**

Schulz reported Hometown Pride has received approximately \$7100 in income with the largest source of income relating to donations for the Norwalk Music Fest event scheduled for September 2, 2018. Income directly related to Music Fest totaled \$4675 and expenses to date total \$1,850, leaving net cash on hand of \$2825. Norwalk Hometown Pride was to receive an additional \$4990 on May 15, 2018, in the form of a grant from Warren County Philanthropic Partnership, for the purchase of trees to beautify Norwalk Cemetery.

Schulz also shared a design for a Hometown Pride sign for the cemetery to gain visibility for the Hometown Pride project. Foss will contact the City for information about sign placement as well as possibilities for other sign locations in the community.

Sullivan volunteered to assist Marmon in treasurer duties going forward.

### **Cemetery Beautification Project**

As noted above, Norwalk Hometown Pride will receive \$4990 from the Warren County Philanthropic Partnership for trees at Norwalk Cemetery at a reception May 15, 2018. Schultz reported Bedwell's Nursery has indicated it will be June before planning can begin. Norwalk Rotary Club will provide volunteers for planting. Foss will be contact with the Rotary. Rohrer reported Norwalk Seasonal Services had previously offered some landscaping help and she will reach out to them.

### **Music Fest Update**

Schulz reported the Music Fest Committee had met earlier that day. Plans include two "floats" for the Norwalk 4<sup>th</sup> of July Parade with the first float promoting Hometown Pride and the second, following float, promoting Music Fest.

Schultz also shared a new Music Fest logo designed by Holly Baumgartel, a local resident. Chad Smith of The Norwalk Shop is working on color schemes for both a Music Fest shirt and a Hometown Pride shirt so that volunteers can wear shirts in the parade.

### Future Project Ideas

- **Military Veterans Memorial** – proposed by Katie Flinn to honor veterans in Warren County. Flinn has worked with Warrior Run Golf Course manager Mark Burke to create a large Freedom Rock and memorial garden on the Warrior Run property. Burke’s proposal would create a garden representing all five military branches surrounding the rock.
  - Flinn will contact the artist who creates the memorial rocks to see if design on the rock could be completed before the September 2 Music Fest event so that event participants could see the memorial. She also reported donations have been offered by two military organizations: the 132<sup>nd</sup> Chiefs Council and the 132<sup>nd</sup> Security Forces Enlisted Advisory Council.
  - She will continue to move the project ahead. Sperry reported that landscape plans were previously drawn for a similar project in the community and she will make them available.
- **Front Porch Pride** – proposed by Judy Corcoran to promote communication among Norwalk residents by promoting neighborhood gatherings up to several times in the coming months. A copy of the proposal is attached to these notes.
  - Hometown Pride committee members endorsed the concept with Corcoran and Petersen to serve as organizers to promote the event, recruit volunteer committee members, identify participating neighborhoods and get publicity.
- **Identity & Branding Art** – Schulz mentioned that some small arches reflecting the city’s logo had been created and might be ideal for placing at locations in the city as part of a branding or public art project.
- **Downtown Seating & Lighting** – Schulz described the new façade at the Daugherty Law Firm and suggested the committee consider developing some sort of seating area in front of the building as a way to increase pedestrian traffic. She shared a photo of outdoor seating in Iowa City as an example of what can be done. Committee members suggested some sort of a community painting project, perhaps involving young people, to decorate benches for placement around town.
  - Petersen mentioned a possible resource for the project, local artist Beth McCutcheon. It was also suggested the such a project could be offered at Music Fest.
- **Community Room partnership proposal** - Christ Our Savior Lutheran Church has proposed a joint project with the church providing space for a community room. It was decided to table the idea until more information can be gathered.

### Additional Ideas

Rohrer mentioned a project in Lakeland, FL, in which decorated rocks were hidden around the community and people could find them for prizes. The committee brainstormed a similar project tied to Music Fest to be called Norwalk Rocks with children decorating rocks. No decisions were made.

**Next Meeting: 5 p.m. Monday, June 11**

The meeting adjourned at 6:14 p.m.

## Front Porch Pride

...a summer/fall program encouraging community interaction

### Background:

- Research has shown that one factor in the decline in the sense of community is the design of newer homes without front porches. People tend to gather only in their own backyards, if at all, and rarely interact socially with neighbors.
  - Young families with children's activities do have some outlets
  - Families/singles/retirees without children miss social interaction
- Getting people outdoors – whether on their front porch, backyard, driveway or at summer functions – would foster a stronger community sense, encourage communications and become a model for the metro area of a community coming together amid rapid growth

### Proposal

- Designate Tuesday evenings at least monthly during the summer and early fall as

#### **Norwalk Front Porch Pride Nights**

**6 to 8 p.m.**

**when residents are encouraged to**

**get outdoors to gather, garden, golf, grill or gab**

- Promote the concept in Norwalk Living magazine, social media, web pages, posters, handouts (such as handouts in grocery bags at Fareway)
- Have a city officials/police drive around and randomly recognize neighborhood gatherings and provide a small prize or recognition, such as local business gift cards, inexpensive treats ; encourage police officers to drop in to several gatherings Or
- Stage one night as a contest for most effective neighborhood gathering; offer a prize and recognition

### Related Proposal

- Designate one Tuesday night each month as a special

#### **We Walk/We Talk Norwalk**

Encourage walking, talking and biking around town to increase opportunities for communication

### Related projects

- compute and publicize walking/running distances on popular routes around town. For example: Colonial Circle/Highway 28 to North Ave/Highway 28; Norwalk HS to North Ave/Highway 28; Lakewood/Wakonda to Legacy/Colonial Circle
  - Create simple signage or posters with the route distances
- Improve or create, if it doesn't exist, a seasonal community wide calendar of activities, such as sporting events, school musical programs, Library programs, Park & Rec classes, to offer opportunities for residents to socialize and build pride in the community.