

ALAC Meeting
February 13, 2012, 7:00 PM
Woodmont Conference Room

In attendance: Carol Bartlett, Joan Loker, John Loker, Andy Morneau, Kerri Stanley, Gary Stewart, Deb Waitt

The meeting was called to order at 7:05 PM. The Minutes were reviewed and accepted with two changes.

We discussed the timeframe of displaying the banner across Mammoth Road. Ideally, we would like it to be posted around March 20 (first day of spring) through the first week in April, which totals 3 weeks. During this time, we would like to have the businesses, schools, churches, etc. on Mammoth Road perhaps promote the campaign with the words "Roadside Pride – Pick It Up" on their marquee signs. The final decision will lie with the Rotary and what they want to pay. The Rotary meets tomorrow morning and Carol B. has already sent the pricing and related information to John Lombardi and hopefully they will vote on this at their meeting tomorrow.

Carol B. had gotten prices from the Internet on other items: Biodegradable bags were \$435 (approx.), 100 decals cost \$120. Kerri will ask the Beautify Londonderry committee members about BL paying for the decals and including the BL Logo.

Deb W. mentioned that they anticipate 400 runners for the Londonderry Rotary 5K for this year. She suggested we ask Caron Renik about having a table at this event. It is scheduled for Saturday, March 17 (Pot O'Gold Run) and we could potentially set up a table in the Home Depot/99's parking lot. The race starts at 2 PM.

We discussed the students at the high school promoting our campaign with flash mobs but were concerned for their safety. We will follow up with Katie Sullivan to ensure she has safety equipment for the students if they pursue this endeavor. Karen Robinson said she will have her students in radio / TV create PSAs.

We hope to hear from the Rotary before the end of the week, as their board meeting and meeting is set for Tuesday and Wednesday of this week. We will ask if the banner cost will change if the rotary logo is in black and white.

John L. and Maury discussed the placement of the anti-littering signs on Adams Road. They thought the placement of the east-bound traffic should be placed further west on Adams, closer to High Range. This sign is currently at the intersection of Adams and Cross Roads and this is a scenic by-way. The sign on Gilcreast should be moved farther south before the bridge for better visibility. The signs would also be better visible if they are more at eye level. They definitely get more visibility when they are piggy-backed with another sign.

Our next meeting will be March 15, 2012 at 7 PM. Our meeting was adjourned at 7:58 PM.