

ALAC Meeting
March 15, 2012, 7:00 PM
Woodmont Conference Room

In attendance: Kathy Bailey (Londonderry Times), Maury Lavoie, Joan Loker, Andy Morneau, Kerri Stanley, Carol Tomaselli

The meeting was called to order at 7:04 PM. The Minutes were reviewed and accepted with 2 changes.

The banner that the rotary provided and paid for is in and ready to be hung next week. Carol T. will contact the fire department about getting it installed. She is also going to go to all the schools on Mammoth Road and ask them to advertise our slogan on their marquee signs for a few weeks. This would coincide with the banner hanging across Mammoth Road. She also plans to stop at Mack's to see about having Andy put one of his signs across from Matthew Thornton School and possibly elsewhere. Our objective is to raise awareness of our mission and to get people to get involved in resolving the issue.

Karen Robinson at LHS will start running the radio and TV ads next week that the students have created and produced.

We need to get some of the safety vests to provide to the high school kids. There are some that are being stored at Mack's from when a group cleaned up Gilcreast Road back in October, 2011.

We will look into getting the window decals in late spring. Carol T. has secured a business that will pay for them. We will follow up with Kathy Wagner about getting an article on Londonderrynh.Net and to have them tweet to encourage people to pitch in and clean up a designated area. We will have instructions and/or get supplies to the groups (flash volunteers) and ask them to take a photo of their group near the trash bags for advertising. A rep from our group would meet the group – likely at the high school – each Saturday to distribute supplies.

John L, Andy M, and Carol T plan to attend the race that taking place on Saturday. Carol T, along with her husband, will be standing at the end of Tokanel Road to hand out water. Carol T will check with Caron about where John and Andy can help out. The race starts at 2 PM. They are anticipating about 400 people to participate in the race.

We will also check with businesses other than the schools and churches who have marquee signs who would be willing to advertise the slogan, "Londonderry Pride: Pick It Up – March 20 – April 15".

The design of the window decals will be: Londonderry Roadside Pride – "Pick It Up" with the text "We Support" above the slogan. We will put an apple on the left side and an anti-littering graphic on the right. Kerri will draft a design and email it to the committee members.

We need to check with the town about getting business cards or something that identifies us as legitimate members of the committee. Kerri will check with Margo about this.

Our next meeting will be April 19, 2012 at 7 PM. Our meeting was adjourned at 8:06 PM.