

South Shore Blueway Advisory Committee Meeting

February 23, 2016

10:00 a.m. – 11:30 p.m.

Freeport Recreation Center Meeting Room

130 E Merrick Rd, Freeport, NY 11520

MEETING SUMMARY

Attendees: Michael Fehling-Empire Kayaks, Barbara LaRocco-Going Coastal, Hank Leggio-Jones Beach State Park, Rob Longiaru-Town of Hempstead Conservation & Waterways, Alan Mindlin-LI Paddlers, Mike Martine-SUEZ, Chiara Nuzzo-Friends of the Blueway, Tara Schneider-Moran-Town of Hempstead Conservation & Waterways, Brian Schneider-Nassau County DPW, Barbara Simms- Town of Hempstead Parks & Recreation, Zhennya Slootskin-Going Coastal, Nora Sudars-Village of Freeport, Brian Vander Veer-Town of Oyster Bay, Jeff Vitale-Town of Oyster Bay

Outcomes of Meeting:

- Finalized production of the trail head marker
- Finalized the production of the Blueway Map, Brochure, Interpretive Signage
- Tasks for Grand Opening event

Status of DOS Grant

- Nora Sudars discussed the status of DOS grant, which was not approved for another extension, but full payment will be made as outlined in the agreement between Going Coastal, Inc. and the Village of Freeport.

Blueway Sites

- Nassau County
 - There will be signage at Bay Park, Milburn, Cow Meadow, Wantagh and Inwood.
 - Only site not online is Cedar Creek due to costs.
 - Alan Mindlin inquired about NC park fees for use of the park launches. Brian stated that they will review with the Parks Dept.
 - Nassau County will install lamppost banners for the Bay Park opening event.
- Village of Freeport
 - Mayor Kennedy broke his hip in a car accident and may not be available for the opening event, if that is the case the deputy mayor will attend.
 - Waterfront Park, Sebreeze Park Landing, and Albany Road.
 - Nora Sudars stated she has to ensure there are enough transient spots at Sebreeze for kayakers to land.
- Town of Hempstead
 - Tara Schneider-Moran revised the title of West Marine launch for the map.
 - Town of Hempstead may have the ability to produce signage for Town sites, Tara will check.
- Town of Oyster Bay
 - Brian Vander Veer stated that if provided, the trailhead signage will be installed by June 4 at Burns Park, Alhambra Road and Tobay Beach Landing.

- Kayak storage will be in place at Burns Park, a float may be added to the ramp piers for kayak launching.
- Alhambra Road launch may have a mobi-mat installed.
- Jones Beach State Park
 - Jones Beach sites will install Blueway trail markers, but still need to work out the undersignage.
 - They are looking into installing mobi mat at the launch at Jones Beach West Boat Basin. It was though none was needed at Beach 10.
 - Hank requested signage specs and map draft be mailed to him for review and approvals, as he is unable to download from internet.

Signage

- Trailhead Signage –
 - Signage includes the Blueway Logo Marker for 22 sites, a total of 44 signs. and the undersign with the name of the site.
 - Nassau County offered to fabricate 44 Blueway trailhead signs. 2 signs for each site (one facing land and one water). The Towns, Village and State Parks are responsible for installation at their respective at launches and landings by the June 4 trail opening.
 - Each municipality will be responsible for the production of site label sign posted under the Blueway.
 - Going Coastal has provided complete sign specs, fonts and color to all committee members via Google Drive. Both the Town of Hempstead and NYS Parks indicated that they are unable to access or download, these materials. All materials, including the final map, brochure and signage specifications, will be mailed on disk to Brian Vander Veer and Hank Leggio.
- Interpretive Signage
 - Going Coastal will provide artwork for interpretive exhibits to each municipality via Google Docs, as well as on CD by mail, for production of the signs. The exhibit signage is consistent for each site.
 - Barbara LaRocco recommended producing the Interpretive Exhibit as a poster to be displayed in a bulletin board-style kiosk rather than sites going to the expense of permanent signage at this time, since the signage is subject to change with new sites added in the near future.
 - Going Coastal will exploit LAYAR technology to insert cultural heritage information about the south shore waterways in the Blueway Map. LI Traditions created videos about local history such as Bay Houses, rumrunners, fishing and clamming, will be embedded in an invisible layer, accessible to anyone with a smart phone by downloading a free app and scanning the map. The informative videos will be available in all map formats, print, sign, and online versions.
- Lampost Banners
 - Going Coastal is preparing artwork for lampost banners in two sizes, 36.5 x 14” and 42 x 24” for double-sided banners. It is then up to site owner to produce and install.

Blueway Grand Opening Planning

- Event Date: June 4 from 10 am to 2 pm – National Trails Day
- Setting a rain date was determined to be unnecessary, unless the weather is extreme.

- Brian Schneider is setting up a meeting with NC Parks and County Executives office, Going Coastal and Empire Kayaks to review the event details. (See attached notes)
- Speakers – County Executive Mangano and Assemblyman Kaminsky have committed.
- Barbara LaRocco stated it had been difficult to reach Town of Hempstead and Town of Oyster Bay supervisors. Letters were sent and several follow-up calls made. Barbara Simms offered to help with access in the Town of Hempstead and it was suggested to resend our invitation to the ToH Supervisor.
- Mike Fehling has taken the lead in organizing on water activities for the event, to include:
 - The First Annual Blueway Paddle, from the beach launch at Bay Park across the Bay to Hewlett Point Park, and back. 10:30 am start time immediately following the ribbon cutting ceremony.
 - Ecologist-led Paddle Tour of the salt marshes by Empire Kayaks.
 - Paddle Clinics
 - Family Paddling by Freeport Kayak Rentals
 - Kayak Fishing Demos by Kayak Fishing Association of NY
 - Other activities to be announced
- Town of Hempstead will present paddlers arriving at Hewlett Point with a tide chart and a ribbon and more celebratory stuff is being considered.
- ToH will reach out to Norman Levy Park Rangers to feature their kayaking program at the event.
- Stage – NC will provide mobile stage. Going Coastal is in talks with 98.3 radio station to provide on-site DJ, as well as promote the event on air.
- Exhibitors/Tabling
 - Trail attractions/experiences, such as ToH Marine Nature Area and Jones Beach State Park Theodore Roosevelt Preserve
 - Friends of the Blueway have committed to bringing together local trail-related nonprofits, such as Surfrider, South Shore Audubon, Sierra Club and others to table as a way of connecting with the trail and building attendance.
- Mike Martino expressed that the event should highlight all the work that has been done to realize the trail, which also connects the natural, cultural, historical and tourism components of the community.
- Going Coastal will obtain event insurance through the American Canoe Association (ACA), naming both Nassau County and the Town of Hempstead as additional insured.

Outreach

- Grand Opening Event
 - The New York Community Bank Foundation has agreed to provide funds to support the development, production and dissemination of outreach materials to promote the event to paddlers and to the public.
 - Promotional materials, flyers, etc. will be designed by Going Coastal providing an overview of the day's activities. All committee members are asked to help disseminate information to build attendance
- Website
 - Host of www.southshoreblueway.com is Bluehost. Going Coastal paid for hosting services to May 2018. Domain renewal is 9/2016.
 - Going Coastal has provided Website Banners for committee member and supporters' websites to use as links to www.southshoreblueway.com.
- Blueway Map Brochure

- SUEZ has offered to sponsor the brochure production of 5000 units and is finalizing the details with Going Coastal.
- The map will be released at the June 4 event.
- Tourism
 - Discover Long Island will feature the launch event on their website and Going Coastal is coordinating with LICVB to present the trail to members
 - Event specific promotional materials/banners will be developed for committee member websites and Facebook pages.
 - Barbara Simms suggested contacting ToH Tourism Office
- Presentations
 - Going Coastal has made presentations to LI Paddlers at January meeting and currently is working with LICVB to schedule a presentation to members to learn about the Blueway, as a new recreational asset for the south shore.
 - Zhennya Slootskin attended the recent AMC Paddle Film Fest in Manhattan in January and distributed flyers about the Blueway Grand Opening.
 - Mike Fehling notified that the NJ Paddlesport Show (4/8-9) had been canceled this year, which would have provided a good opportunity to outreach to paddlers.
- NYS Parks Trails Network – Going Coastal has submitted the Blueway for inclusion in the NYS Parks Trail Network.
- National Water Trails Designation - application requires a big show of local support by elected official. Barbara LaRocco requested each municipal agency and elected official write letters supporting National Trails designation. She will draft a template support letter for this purpose (see attached). Trails applying for NWT status have submitted as many as 100 letters of support. (See attached National Water Trail Facts or visit <http://www.nps.gov/WaterTrails/>)

Friends of the Blueway

- A core organizing group consisting of Kyle Rabin, Jerry Foster and Chiara Nuzzo, have been working with Going Coastal to devise the framework for the group.
- Friends of the Blueway is in the early stages of formation collaborating with New York Lawyers for the Public Interest pro bono program to match them with a firm and incorporate as a nonprofit organization.
- Chiara Nuzzo, President of Friends and member of LI Paddlers, distributed an outline of the groups mission and objectives. Chiara stated Friends desire for the Advisory Committee made up of municipal representatives to continue to serve Friends and the Blueway as the organization builds capacity.
- Friends is to be the primary instrument for trail sustainability, as Going Coastal will transition to Friends the website, newsletter account, database, Facebook page, and other outreach elements developed as part of the Blueway Plan.

Meeting adjourned at 11:30 am.

Questions regarding this meeting may be addressed to Zhennya Slootskin, Going Coastal, Inc. at info@goingcoastal.org or (203) 273-0841.

All meeting handouts are available on the website www.southshoreblueway.com.