

**Healthy Harford Day 2013 meeting** – April 12, 2013 at the Community Engagement meeting

In attendance: Bari Klein, Gale Sauer, Carole Boniface, Laura McIntosh, Mallory McCloskey, Keith Warner, Jacqueline Moskuna, Janet Gleisner, Noreenda Warlick.

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On the agenda for the Community Engagement meeting was a breakout discussion of different Healthy Harford programs, Healthy Harford Day (HHD) being one of them. As such, planning for HHD got off to an early start and the group present was able to lay down some framework for the 2013 event.

Purpose of Healthy Harford Day (HHD) is to keep the Healthy Harford agenda of encouraging healthy lifestyles in front of the public. Last year’s flyer was distributed to give an overview of that event and start the discussion. First item of business was the location of the event. The group discussed whether or not we should continue to partner with the Bel Air Farmers’ Market or diversify our location. The group was very satisfied with the Bel Air Farmers’ Market (BAFM) partnership, and thought it was a good fit for our “eat healthy, support local” message. Bari will continue to work with market Administrator Andrea Kester to see how we can best integrate with the market.

Date for 2013 discussed. The committee expressed interest in moving the event to an earlier date so as not to conflict with Baltimore Marathon, Havre de Grace Graw Days and Apple Fest. September 28th was selected, as September 21st is the Harford Memorial Celebration Run and it might pull some of our hospital resources away. Local calendar of events do not display their events this far in advance so it was difficult to uncover what other potential conflicts the 28th may present. Rain date was discussed, but no resolution was reached.

Length and time of event was discussed, i.e. conduct the event the same time as BAFM or extend past market closing. The group decided that there was little value add to remaining open past the market hours.

The layout of the event was discussed next. A map of the market and last year’s event layout was presented. At the time of this meeting it was thought that the BAFM would grant our event a section of the lower lot (same as last year) but also the upper lot as well. This would enable the event to be consolidated on one side of Thomas street and connect it more with the market. Since then we have learned that that is not necessarily the case and the market would like to continue to use the upper lot for parking. Bari is working with the Market Board to petition for the upper lot as having cars driving through the event was a real safety concern last year. In addition, the committee expressed concerns that last year’s layout posed safety concerns for pedestrians crossing Thomas Street. Many drivers were not as cautious as one would hope, making for some tense near misses. This was especially concerning for the children that attended the event, as due to space considerations, all children’s activities were on the other side of Thomas Street requiring children to cross the road to attend. There was also discussion regarding exploring closing off part of Thomas Street to increase safety, but Keith said that getting the street closed is a long shot since there are businesses opened that day.

Due to lack of participation, we will not have a Bike Rodeo this year. Instead the Sherriff’s Office will have an ID program instead (Keith will pursue). We will however continue to encourage biking to the BAFM and offer the helmet giveaway if we are able to gather sponsorship to fund the helmets.

The children’s area was discussed as an area that needed additional volunteers. Parents had a tendency to treat it as childcare. Nordeena made some excellent suggestions regarding set up/location and time limits per child so that parents could not drop off their kids and go off to explore the event.

It was suggested that we have two volunteer coordinators as this was a very crucial but overwhelming job the day of the event.

**New for this year:**

* The idea of a Prescription Drug take back post was discussed. Bari will contact Joe Ryan.
* Janet will contact Kevin Small regarding integrating elements from the Bel Air Master Bike and Pedestrian plan.
* Community Gardeners will once again be integrated, but perhaps can have something more hands on.
* Would like to integrate school groups, choirs, bands (Carole), dance groups, Tidewater Players (Noreenda to contact), etc.
* The Arena Club will take lead in providing physical activity group instructors (Jodi).

**Budget:**

* Budget from last year was distributed and discussed. A proposed budget for 2013 was also included. Total cost of event will be between $5,000 and $7,000, so additional sponsorship will be necessary.
* The banner over Rt. 924 may not be allowed due to changes in State Highway rules. It was our biggest source of advertising.
* Radio spots which did not net many visitors will be replaced with print advertisements and additional banners.
* Need to find new vendor for table and chairs. Noreenda had a suggestion and will get back to us.
* Jigsaw PR was invaluable and will be try and use them again.

**Misc.**

* Door prizes were a nice touch.
* Everyone really enjoyed Steve Rouse as MC and would like to see him back again.
* Very important to have stage manager.
* Would like to use Healthy Family summer program contact list to promote this event.

Monthly meetings to begin in May.