

Merrymeeting Trail Committee  
Wednesday, October 28, 2015  
Meeting Notes

The meeting convened at 8:30 a.m.

**Attending:**

Nichole Briand, Bowdoinham; Ruth Indrick, KELT; Carrie Kinne, KELT; Tom Reeves, Gardiner; Colleen Fuller, Access Health; Carol Eyerman, Topsham; Jeremy Cluchey, Bowdoinham; Steve Musica, Richmond; Jon Edgerton, Wright Pierce; Bill Najpauer MCOG; Adam Garland, West Bath; Sarah Curran, Planning Decisions; Charlotte Warren, Planning Decisions



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**Discussion of Communications**

**Charlotte Warren - initial overview:**

- audit of what is out there
  - trail name not clear - hard to understand what it is
  - is no central website
  - is no ask
    - for volunteers
    - for \$
- shared BCM fundraising options that may be relevant
- identified some places that may already be gathering places for potential members, 'existing member areas'
  - could help with communications, etc.
  - have organizational missions that align
  - midcoast hospital - could communicate to their communities and members
  - NRCM - does a lot of advertising for other groups that are doing projects that fit their mission
- press already earned
  - C2C bike ride - got coverage, but was lacking a byline about the trail
  - MMT has received some (for small pieces - ex.=Richmond)
- Suggestions for moving forward:
  - Name the goal - C2C or MMT
  - Website
    - flat website
      - could be page off of an existing website
      - 1 place for people to go to find info
      - doesn't need a lot of dynamic content
      - dynamic content can happen through social media
      - hash tag that applies to the page
  - use earned media - to rise friends or \$
  - create a membership/friends of the trail group to bring people in
  - communicate through organizations that already exist

## Discussion about C2C vs. MMT:

NB: C2C is a tool to get trail of Statewide significance designation, get grant funding

- A2K and MMT are 2 separate projects
- KRRT as member is aware of C2C in the sense that they are included in the Trail of Statewide Significance

TR: C2C is the last terminology that was developed

- 4 parts: KRRT, Androscoggin Bicycle and Pedestrian Path, MMT, A2K
- another example of large and small is east coast greenway - KRRT is part of the east coast greenway, but the greenway is less important for local users

SM: when the trail was presented to the Board of Supervisors and the town

- it was much easier for the local groups to work with MMT
- they don't want to get too far out from the locations that are important to them
  - in conversations, C2C can be used to say this will be part of a neat whole when it is done, but need to highlight we care about the small town parts

JC: C2C is umbrella

- NFL analogy
  - C2C=NFL
  - each individual group = division
  - towns = teams
- primary message should be MMT will be built
- secondary message: we will be part of C2C

CK: part of the story is that two sections are already done

- keeping it local is important - in ME, we are good at local

BN: has worked with bike trail in Waterville area

- because it is so long term (20-50 years), it is important to have many individual sections
- funders want to see big picture - the trail network (C2C) is big picture

Friends of group

- people need a group for each section
- provide communication to raise friends and funds

Waterville Winslow trail is making its way to Augusta - this could tie into C2C system as well

- in the future, communications may need to change to describe this

Some people care about the whole trail, many just care about the local

- for the initial phase of building
  - this is at building centers
  - there is a lot of local interest
- for later phases of building
  - this will take place in rural areas

- will need people with a broader, more regional focus to encourage building of these sections

#### C2C system concept

- has already been effective at helping us to raise grant funding for the project
- trail of statewide significance is important for this larger system concept

#### **Discussion about website:**

Website options: Central site that identifies the 4 members of the C2C trail system

- with links to the sites for the four trails

TR: Develop a website for the trail system, for Maine trail systems

- all major trail systems in Maine are listed
  - C2C
  - Mountain Division Trail
  - Sunrise Trail
  - etc.
- it can show relationship of long trails with local trail options

NB: KELT could have a coverage website for C2C, with links to individual trail sites

- would be good to show trail connections

KELT has the C2C perspective

- could have main page with links to others

#### **Discussion about other organizations we could connect with:**

BCM

- cares about the big picture
- good to draw into that

NRCM

Midcoast Hospital

- CF is a representative of Access Health/Midcoast Hospital
- there have been conversation with other members of hospital about trail (Ben Tipton)
- focus more on conversations after the Parkview merger is done

Also a focus on local organizations

- MMT - what are the small groups in each town that will connect with the project

#### **Summary:**

- focus communications on what people out there are thinking about the project
  - although there are a lot of moving parts....
    - people on the outside don't care about all the nuts and bolts

- each trail group will focus on building one small piece of the trail and then moving on to the next
- we need messaging for both the league and the team
- scale focus
  - local first
  - but keep large picture there
- messaging should focus on each of the communities
- C2C is good for project sustainability, grants
- all for 1, 1 for all

Meeting adjourned at 9:45 a.m.

Submitted by R.I.