

Open Space Committee / Minutes of March 17, 2010 Meeting
6 p.m. Peterborough Town House

Present: Alan Bannister, Ed Henault, Debbie Kaiser, Eric Thum, Francie Von Mertens, Alex Walker

February's minutes were approved.

Open Space 2011 Calendar

The committee looked over eight photographs for each month assembled by Von Mertens. Goal is to have eight strong photos each with a compelling small story to tell about goings on in the natural world. Photos still needed: glacial erratic, pasture pine, scenic vernal pool, flowering shadbush more generalized than photo-in-hand, mountain laurel more pleasing than the one in hand.

In general, the more participating photographers the better. There remains room for photos that capture any small moment in the natural world that has a compelling story to relay, and members will spread that word.

Members liked Jill Shaffer's draft design and format.

As for a marketing plan, outreach has begun to neighboring town conservation commissions and open space committees. Henault will come up with some pricing ideas – for price to offer to neighboring ConComs etc. and land trusts, etc.

The 2008 calendar cost about \$4.50 per calendar, printing plus other costs. They were sold for \$10. Anyone ordering more than 10 got a 20% discount.

\$7,035	Sims print <u>2200</u> calendars
\$1,600	Jill Shaffer graphic design
<u>\$1,400</u>	to photogs (\$200 each)
\$10,035	(or \$4.56 per calendar)

Von Mertens will get list of buyers and store outlets for the 2008 calendar to members, especially bulk buyers.

At the April OSC meeting, the OSC will focus on marketing/budgeting the calendar.

The next meeting is Wednesday, April 14, 6 p.m. at the Town House.

/fvm