How can we creatively strengthen and expand the connections of our increasingly diverse community, improve collaborations, and capitalize on our economic, cultural and natural resources in order to cultivate a thriving Hammonton?

Creative New Jersey is dedicated to fostering creativity, innovation, and sustainability by empowering cross-sector partnerships in commerce, education, philanthropy, government, and culture in order to ensure dynamic communities and a thriving economy.

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Contents

Preface: Jan. 26, 2016 – Creative Hammonton Seizes Opportunity Despite Snow .................................................. 4
Preface: April 12, 2016 - Celebrating Community: Creative Hammonton Part 2 ..................................................... 6

DAY ONE ................................................................................................................................................................... 9
Session #1: Addressing Addiction (to drugs or alcohol or both) in Hammonton? ................................................. 9
Session #2: Aging in Place ....................................................................................................................................... 10
Session #3: How do we connect the train to Hammonton through marketing? ..................................................... 11
Session #4: Creating a central source to Communicate Community Events ......................................................... 12
Session #5: Defining Diversity and how learning more about our demographics will help us to improve our economic, cultural and natural resources through inclusion ................................................................. 13
Session #6: How can we create a MakerSpace in Hammonton? ............................................................................ 14
Session #7: How can we create permanent gathering Green space for downtown? ........................................... 15
Session #8: How can we get high school students to embrace Kramer Hall? ....................................................... 17
Session #9: How can we guide economic development while preserving our historic and environmental resources? .................................................................................................................................................. 18
Session #10: How can we have greater communication and collaboration between uptown and downtown Hammonton? .................................................................................................................................. 20
Session #11: How can we improve our schools? ..................................................................................................... 21
Session #12: How can we invest in our youth aside from sports? ......................................................................... 22
Session #13: How can we make Hammonton a destination? .................................................................................. 23
Session #14: How can we use Public Art to connect to the Community in Hammonton in Environmentally conscious way? ................................................................................................................. 24
Session #15: How can we utilize local businesses and civic groups to bring new faces into Hammonton? . 27
Session #16: How can we work together to welcome migrant workers to South Jersey? ................................. 28
Session #17: How do we get the Community to Participate? ................................................................................. 30
Session #18: How do we make outsiders feel more welcome? ............................................................................. 31
Session #19: How do we market the Arts in Hammonton? ..................................................................................... 33
Session #20: How do we support new-business start-ups? .................................................................................. 34
Session #21: How to assist in more concrete resources for our issue with poverty? ......................................... 35
Session #22: How to get more Business support from Hammonton residents? .................................................. 36
Session #23: How to grow the community economically? ..................................................................................... 38
Session #24: Inclusion: Collaboration including children, students, adults etc. ..................................................... 39
DAY TWO

Session #25: Aging in Place .................................................................................................................. 41
Session #26: Are you a good citizen? .................................................................................................. 43
Session #27: Community Capital ......................................................................................................... 44
Session #28: Hammonton Lake ............................................................................................................ 45
Session #29: How do we raise funds more efficiently and collaboratively?.................................... 47
Session #30: How do we foster community service and get youth involved? .................................... 49
Session #31: How do we go about getting public spaces for art in Hammonton? ......................... 50
Session #32: How to prepare autistic children for college and beyond? ........................................... 51
Session #33: If you were a new resident to Hammonton, what would you want to know about? ........ 53
Session #34: South Jersey Cultural Alliance ......................................................................................... 54
Session #35: Train Station: Marketing, Promoting, Ridership, and Tourism Opportunities? .......... 55
Session #36: Using channels in multi-media (podcasting, blogs, video blogs) to promote and strengthen the identity of the Hammonton community, businesses, and organizations .................................................. 57
Session #37: Using schools after hours ............................................................................................... 59
Session #38: What does Hammonton need (Business)? ................................................................. 60
Session #39: What is a Makerspace and why do we need one? ....................................................... 61
Session #40: What makes a thriving community (for Hammonton)? .............................................. 63
Session #41: Creating permanent gathering green spaces in Hammonton ....................................... 64
Preface: Jan. 26, 2016 – Creative Hammonton Seizes Opportunity Despite Snow

Hammonton, best known to outsiders as prime blueberry country in the Pinelands of New Jersey, is a town with surprising diversity beyond the species found in this unique ecosystem.

With a population of 15,000, of which fully 20% consists of Latino and Hispanic families, business owners and workers, Hammonton boasts industries that range from food truck manufacturing to commercial development to small retail businesses and restaurants.

Stockton University’s Kramer Hall sits alongside the Hammonton train station, just a few blocks walking distance from arts and cultural institutions, high schools, and an array of houses of worship.

Hammonton is also home to unique events like the SADfest – a 3-day music festival and fundraiser that raises awareness about suicide, addiction and depression and provides a safe space for people affected by those issues to come together and support one another.

With all this creative activity going on, Creative New Jersey was excited to join forces with this community over a series of months leading up to the Creative Hammonton Call to Collaboration on January 26th, 2016, which took place after an epic snow storm two days prior. The first day of the Call to Collaboration was postponed, but when we opened the doors of St. Joseph High School, our host venue, on the 26th we welcomed over 100 Hammonton area residents, business owners, workers and other community members.

That first day of Creative Hammonton brought together the creative thinkers and thought-leaders from throughout Hammonton’s region – leaders in education, business & industry, transportation, finance, culture, faith-based, social service, government, civics and other disciplines – who had a willingness to engage with issues beyond the daily challenges of their particular fields of interest.

The gathering aimed to launch new creative ideas and foster efforts already underway in order to help create a thriving Hammonton.
Themes of inclusion, diversity and continued collaboration and outreach led the day, with additionally vibrant discussions around welcoming migrant workers, tourists, new residents and students in the town; supporting local businesses; and ecologically-sound practices.

An active and vocal group of students from Hammonton High School, St. Joseph High School and Stockton University engaged in a variety of civic discussions alongside adult participants.

Hammonton’s local restaurant owners came out in the double digits to support their community and provided a spread of local fare that spanned as many cultures and cuisines as the participants themselves.

Day two, scheduled for April 12th, 2016 will continue the momentum started by Creative Hammontonians by taking a creative and collaborative approach to building on Hammonton’s successes and current challenges. Hammontonians have already set the bar high by challenging each other to see how much can be accomplished before April 12th!

~ Elizabeth A. Murphy & Kacy O’Brien

Elizabeth A. Murphy is the part-time Director of Creative New Jersey. She also regularly consults with other nonprofit and philanthropic organizations. Kacy O’Brien is Creative New Jersey’s Program Manager and is a Lead New Jersey’s 2015 Fellow.

If you’d like to connect with any of the Creative Hammonton participants and follow the conversations, please visit the Creative New Jersey website, join us on Facebook, and follow us on Twitter.

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Photos by: Joseph Bruno
Preface: April 12, 2016 - Celebrating Community: Creative Hammonton Part 2

On an alternately rainy and sunny April 12th, Creative Hammonton’s second Call to Collaboration – a town-wide, cross-sector gathering of people from local business, environmental, social service, arts and culture, faith-based, education and government sectors, among others – welcomed participants to St. Joseph High School, our venue host, for a day of network weaving, action-oriented problem solving and collective impact.

This day-long meeting of collaboration and creative thinking was the continuation of the Creative Hammonton Call to Collaboration in January 2016 (you can read more about that from an earlier blog here), tackling the central question:

“How can we creatively strengthen and expand the connections of our increasingly diverse community, improve collaborations, and capitalize on our economic, cultural and natural resources to cultivate a thriving Hammonton?”

1. Cake donated by Cascia’s Bakery for Creative Hammonton’s 2nd Call to Collaboration
At the top of the day we heard from members of the community about ideas that had gained fuel or formed since our January gathering, including:

- A group of individuals with representatives from the local MainStreet organization, Stockton University, Chamber of Commerce, as well as a local artist, restaurateur, and faith-leader formed a task force focused on capitalizing on the Hammonton train station through tourism, marketing & branding to increase ridership, and coordinating events with the train schedule for added convenience. In the two months between January's and last week’s convening, this group created a working agenda, met several times, and found new members during our second day in April.

- A Welcoming Committee formed during the first day of Creative Hammonton to help tourists and new residents get connected to the town. This group of people will act as ambassadors to introduce newcomers to area restaurants and attractions, family activities, and neighborhood groups and committees. In the two months between sessions, this group met several times and attracted new participants last week.

- A local artist and studio owner had the opportunity to take over a disused 3,000 sq. ft. space which will be called the “Art Mart” and will include artist studio space, classroom space and community gathering space, which she offered for future Creative Hammonton and other group meetings. The space is under renovation and is scheduled to open in May 2016.

Many of those groups continued to build out their ideas and projects over the course of the day while others proffered new topics for discussion, which ranged from helping to prepare autistic children for college and beyond to fostering community service and youth involvement, from using multi-media platforms such as podcasting, blogs and video blogs to solidify Hammonton’s identity for tourism and businesses to protecting and maintaining the health of and access to Hammonton Lake, among many more.

A compendium of the Complete Notes from the January and April convenings are available here on Creative Hammonton’s section on CNJ’s website.

We were also joined by statewide partners and colleagues from NJ Future, Media Mobilizing Project, New Jersey Community Capital, and the Pinelands Preservation Alliance, who were able bring knowledge of resources and demonstration projects from around the state to lend to the conversations in Hammonton.
The Hammonton business community also lent their impressive support for the day by providing participants with a wonderful variety of breakfast and lunchtime food, including eclectic dishes from newly-opened restaurants La Cubana (whose Chef also attended both Calls to Collaboration) and Touch of the Caribbean, alongside established purveyors such as Marcello’s Restaurant and Annata Wine Bar. We also could not have done this Call to Collaboration without very generous support from Stockton University and Lucca Realty.

We saw connections and collaborations deepen during the day, and the energy around new spaces, new endeavors, and new appreciation for the power of individuals to make a difference. One participant, a long-time resident and commercial developer in the area, remarked during the closing circle that she was originally skeptical of our community engagement model though willing to give it a try. She announced to all that her opinion was completely changed by the end of the convening. She affirmed our values of creativity, collaboration and inclusivity, and stated the best way for Hammonton to realize a prosperous and sustainable future is by including as many residents, workers, and students as possible in the strategizing and decision-making. “You all – everyone in this room,” she said, “Are going to make change happen.”

We’ll celebrate that!

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Kacy O’Brien is Creative New Jersey’s Program Manager and is a Lead New Jersey 2015 Fellow.

Creative New Jersey is dedicated to fostering creativity, innovation, and sustainability by empowering cross-sector partnerships in commerce, education, philanthropy, government, and culture in order to ensure dynamic communities and a thriving economy.

Creative New Jersey’s leaders and partners are regular contributors to the Dodge blog.

Photo credits: Kacy O’Brien
DAY ONE

Session #1: Addressing Addiction (to drugs or alcohol or both) in Hammonton?

Convener: Dave Murphy

Participants: Cherie Calletta, Charles Branigan, Joyce Dunne, Dan McAnney, Kim Parise, Anthony Parise, Lisa Varesio, Christine McCullough Jose Martinez

1.) Highlights & key points from your discussion (bullet points are great!):
   - Addiction seems to be increasing in our community: what is being done to address this? What can be done to address this? What should be done to address this?
   - Prevention and cure starts at home
   - Recurring problems: denial, blame, loneliness, isolation, feelings of inferiority
   - Participants incredulous that youngsters know where they can obtain drugs
   - High Power, turning toward God, turning one’s life over to Jesus are religious ways for help
   - In our town, we have places for help: Methodist Church is a site for N.A. meetings; Presbyterian Church is a site for A.A. meetings. Calvary Chapel and Victory Bible Church and Living Springs also offer recovery programs or referrals to recovery programs.
   - Perhaps Big Brother/Big Sister programs can help youngsters.
   - Secular and religious realms need to work together to help with those with addictions
   - Somehow “trust” needs to be reawakened in youngsters battling addiction.
   - Addiction has had an impact on half the participants in our group.
   - Rabbi Abby Michaleski of Hammonton's Beth El Synagogue is a licensed counselor.

2.) Immediate Actions/Next Steps:
   - This needs to be addressed very specifically next time.

3.) What resources would be useful in moving forward? (human, technological, financial, etc.)
   - Police, houses of worship, schools, parents, government services, medical personnel

4.) Next Meeting:
   - Address more the addiction issues and help programs available and needed for ADULTS. State or plan specific ways to “get the word out” that help is available in the secular and in the religious institutions of Hammonton.
Session #2: Aging in Place

Convener: Johanna Jonson & R. Shirley Monastra

Participants: Barbara Berenato, June Wrobleski, Rick Walker, Cindy Meli, Dory Dickson, Brian Howell, Dave Murphy, Joyce Dunne, Donna Sutts

1.) Highlights & key points from your discussion:
   - Exploring alternatives to institutionalization for seniors
   - Explore the possibility of combining student and senior service delivery needs - identify available student services
   - Review of options for seniors to age in place: i.e. affinity housing, organized Associations offering at home services (EXAMPLE: Capitol Hill Association, Washington, DC), non-profit
   - Develop a survey to assess need; focus on preventative approach - query active seniors - if possible, identify Stockton student(s) to develop instrument; utilize church, synagogue network, publications to advertise survey
   - Establish a network designed to structure activities: out to dinner, social outings, on-line community
   - Hammonton Pairs- linking active seniors - forecast service delivery menus for participant needs,
   - Discuss and identify menu of service needs for active seniors whose aging and conditions requires socialization and in-home assistance
   - Establish a continuum of in-home care services.

2.) Immediate Actions/Next Steps:
   - Begin with Needs survey of active seniors.
   - Check with agencies currently providing services to the target population
   - Identify and contact active seniors
   - Offer active seniors social activity options
   - Meet with town Ministerium to coordinate programming.

3.) Next Meeting:
   - Second session
Session #3: How do we connect the train to Hammonton through marketing?

Convener: Cassie Iacovelli

Participants: Christina Bircher, Michael Cagno, Joyce Dunne, John Runfolo, Ellie Gibson, Johann Johnson, Vincent Hernandez

1.) Highlights & key points from your discussion (bullet points are great!):

- Shuttle from Hammonton train station to downtown area
  - This could help increase use of Stockton students
- Attempt to address the train schedule timing
- Identify “Hammonton” when riders exit the train- “You are Here” sign
- Address the dangers of crossing the street
- Add a blueberry path from the train station to downtown Hammonton
- Beautify the path with gardening
- Advertise with taxi cab companies
- Increase lighting on the pathway from the station to the downtown
- Decorate the rain station thematically for events or holidays
- Design a “Take the Train” campaign
- Approach Dan Bachalis to join our committee
- Identify a liaison between NJ Transit and Hammonton
- Target market to areas of high ridership for events
- Promotion- show your train ticket- get a discount somewhere
- Flash mob
- Solar lights in the community garden
- Promote the bike path as well

2.) Immediate Actions/Next Steps:

- Become more aware of the train schedule
- Attempt to re-time events to reflect convenient use of the train
- Invite cabs to park at train station to allow for rides to the Downtown and Uptown
- Merge the blueberry trail and a blueberry walked lighting to Front Street
- Identify a liaison to act between Hammonton and NJ Transit
- Include train on all Third Thursday promotions/research advertising in Arrive magazine
Session #4: Creating a central source to Communicate Community Events

Convener: Ellie Gibson

Participants: Rick Walker, Brook Sacco, Sara Verrillo, Sara Gendlek, Christine McCullough, Lisa Varesio, Jim Italiano, Zane Sebasovich, Gina Mertis, Renee Merlino

1.) Highlights & key points from your discussion (bullet points are great!):
   - Stress the need for a central location, in Website and Print, which lists pertinent information of local calendar of events of community and religious organizations, arts, education, civic clubs, government, etc.
   - Methods and purposes of internal communication, Town’s residents - combining resources. Presently scattered and confusing
   - Methods and purposes of external communications to attract visitors.
   - Utilization of various publications and social sites
   - Hammonton Arts is at present primarily represented

Questions to address
   - Income Source
   - Organization
   - Maintenance to become self-sustaining
     - Requires professional consistent management

2.) Who is taking the Lead?
   - A program to promote tourism, DMO –destination Marketing Organization, is being pursued through the Eagle Theater.

3.) Immediate Actions/Next Steps:
   - Ellie Gibson is going to investigate the methods and costs of Collingwood Community Calendar Newspaper and relate information to DMO.
Session #5: Defining Diversity and how learning more about our demographics will help us to improve our economic, cultural and natural resources through inclusion

Convener: Barbara Neary and Suzanne Horvitz

Participants: Steve McGahee, Cherie Calletta, Dave Murphy, Angela Donio, Tom Kinsella, Johanna Johnson, Kim Gollub, Olivia Bellano, Shirley Monastra

1.) Highlights & key points from your discussion (bullet points are great!):

Goals:
- Access current demographic info for Town of Hammonton- For better planning. What are the needs of the people? What do they want? What are shared goals to make Hammonton better?
- All stores and media to highlight Town Events should have information and welcoming signage in Spanish/English
- Sesquicentennial Celebration(all events) should include Spanish participation
- Schools need to increase activities of diverse inclusion, such as celebrations of Hispanic significance. Although schools may be doing this, more publicity for this effort is needed.
- The new town phonebook should have Spanish translation
- People from all cultures should be more cordial to one another.
- Spanish owned businesses should be encouraged to be part of the Chamber if they are not.

2.) Who is taking the Lead?
- Ministerium could take the lead in reaching out to all diverse groups to ensure inclusion for the celebration rather than legislation of diversity

3.) Who else do we want to invite? (individuals, organizations, agencies, etc.)
- Area churches, Chamber of Commerce, Civic organizations, School leaders
Session #6: How can we create a MakerSpace in Hammonton?

Convener: Benjamin Ott

Participants: Ryan Mayer, Donna Sutts, Cindy Meli, Toni Peditto, Brian Howell, Sara Gendlek, Saskia Schmidt, Christine McCullough, Dudley Prince, Linda Cashan, Dan Bachalis

1.) Highlights & key points from your discussion (bullet points are great!):
   - First we covered “What is a makerspace” - Introduced the concept and how it can be applied and transformed based on the people who are involved. (IE if everyone is a woodworker, we need woodworking equipment)
   
   - Second, we went into a case study about some of the other maker spaces that are in the area and how they function.
   
   - Third, we highlighted the hurdles that we have here in Hammonton, Steven Carr was the main contributor as he is working on this project currently and has a broad base of potential stakeholders/participants.
   
   - Lastly we figured out that the biggest issue was a place to have the Makerspace IE purchase of some property. All participants agreed to exchange emails and form a committee to continue the project.

2.) Who is taking the Lead?
   - Steven Carr

3.) Who are the Collaborators?
   - The members of the committee

4.) Who else do we want to invite? (individuals, organizations, agencies, etc.)
   - The schools and the town

5.) Immediate Actions/Next Steps:
   - Form an organization and potentially incorporate. Start group email to continue brainstorming potential sites and what types of machinery would be necessary.

6.) What resources would be useful in moving forward? (human, technological, financial, etc.)
   - Grant money for a space or a donation from the town to use/add on to an existing building. Donation of equipment, the recruitment of experts in funding/running makerspaces.
Session #7: How can we create permanent gathering Green space for downtown?

Convener: Cassie Iacovelli


1.) Highlights & key points from your discussion (bullet points are great!):
- Who is most affected by this?
- Hangout space
- Central Ave - Close down?
- Parking?
- Ice skating?
- Walking distance from downtown or central avenue
- How important is gathering space?
- Opportunity for grant to acquire abandoned buildings/homes, level it
- Replace some benches along the street with tables?
- Needs community gathering spot vs. all along/down the road
- Limit amount of tons that a truck can be allowed to drive through town
- It will feature the clock
- It is a thoroughfare for the trucks
- This will be a hub for musicians and murals
- Central park / botanic / more green
- Idea to put flowers, grass, benches, overnight so everyone wakes up to it.
- Combine all three trails - bike, walk
- Bike rentals? Can take bike on train.
- Spot by the train railroad
- NJ Future - want to do green infrastructure in Hammonton
- Possible Vine St.? Dead street / we own it.
- Look off Central Ave overnight for one weekend with sod and benches
- Is there interest?
- 350
- NES - they have funds (National Endowment for the Arts)
- What happens once its running and someone wants to use it for yoga, open mic, etc.
- Earth Day - green space: wake up and see the green overnight
- Green weekend - September
2.) **Immediate Actions/Next Steps:**

- Talk to business owners on Central Ave. and see the economic impact
- Town government
Session #8: How can we get high school students to embrace Kramer Hall?

Convener: Christina Birchler

Participants: Gina Mertis, Renee Merlino, April Schenk, Dory Dickson, Ginna Petrillo, Tom Kinsella

1.) Highlights & key points from your discussion:

- Fun. education programs and classes at Kramer Hall
- Needs to be interesting for High School students. (Previously tried hosting classes about intro to college, choosing courses, etc.)
- Interesting topics to reel students in initially, such as anime, cosplay, art classes, etc.
- Filtering information through parents vs. the high school students themselves, since it is not resigning with them
- Get Stockton clubs and organizations involved to sponsor events and programs so that Stockton students are having one on one time with high school students for a more relatable experience.
- Bus tour from the high schools to Kramer Hall
- Night classes at Kramer Hall for a small fee so that high school students can keep their minds active and brush up on topics they may be challenging for them
- Tutoring classes / extra credit / college prep
- An intern or college student studying the specific field could lead this class for experience
Session #9: How can we guide economic development while preserving our historic and environmental resources?

Convener: Dan Bachalis

Participants: Ben Ott, Adam Krell, Rose Vitale, Dan McAnney, Steve McGahee, Caz Boyd, Alessandro Gangemi, Linda Esposito, Dudley Prince, Sue Horvitz, Christina Birchler, Mica McCullough, Jose Martinez, Eileen Conran-Folks

1.) Highlights & key points from your discussion:

- Development: What is the purpose? Convenience? Better way?
- Walkability
- Traffic reduction through town - Traffic calming?
- Maintaining downtown’s integrity
- Development / growth need more effective communication
  - Chamber of Commerce, etc., - DMO, MainStreet
- Buying local - homegrown businesses
- Repurposing buildings instead of tear down
  - Tax abatement program!
- 70% of growth comes from existing businesses
- “Shop-bombing”
- Incentivize good behavior - good development
  - Infill
  - Tree Planting
  - Cultural identity
- Cultural identity
  - Educate and invite new people who share our values
  - Define those values
- Keep young people - bring them back - have something for them to come back to!
  - Jobs, culture, activities
- Promote aesthetics
- Improve / preserve Lake. Promote.
- Cut one tree, plant two
- Promote trails - develop more
- Signage for natural areas
- Kayak rentals. “Eco-Kayak” tied to explanation of nature.
• Preserve / restore emotional response
• Bring back the swings!
• Natural areas need more maintenance
• Improve track around ball fields = pervious = 1-2 lanes to still allow EMT access etc.

ACTION:
• Reforestation grants / programs to help plant trees in lake, Park and other areas.
• Emphasize shade trees - e.g. NJ Tree Foundation, NJ AM Water grants
• Stream bank restoration!
• “Restore trail” grants
• Emphasize quality of life in town
• Promote train station / train usage. More trains needed!! Clean up station.
• Add trails or park behind Community Garden
• Use data to measure impact of improvements (train usage, etc.)
• Pop-up bike rentals (food truck fest, etc.)
• Develop an “instead of…” list
• Develop an app to encourage local shopping
Session #10: How can we have greater communication and collaboration between uptown and downtown Hammonton?

Convener: Carol Orsi

Participants: Ellie Gibson, Cheryl Broschard, Jim Italiano, Rich Rehmann, Cherie Calletta, Olivia Bellano

1.) Highlights & key points from your discussion (bullet points are great!):
   - Use signage to direct people to both uptown and downtown destinations, i.e. businesses, services such as AtlantiCare facilities and Urgent Care
   - Use the Chamber of Commerce as the vehicle to promote more communication and collaboration
   - Designate small, local businesses in Uptown as part of the Shop Local Program and or downtown
   - Use the proposed hammonton.com that will cover all town events.

2.) Who is taking the Lead?
   - Rich Rehmann, a member of the Chamber, will bring up this topic for discussion.
Session #11: How can we improve our schools?

Convener: Brian Howell


1.) Highlights & key points from your discussion:
- Improve School – Parent Communication
- Enhance School – Stockton relationship
- Encourage Hammonton students to take a good look at A.C.I.T. for vocational training
- Enhance non-sports aspects of school life

2.) Who is taking the Lead?
- 6/multiple individuals
Session #12: How can we invest in our youth aside from sports?

Convener: Elsie Baez

Participants: Kim Gollub, Lisa Varesio, Karen Pinhole, Deon Davis, Matthew Talavera, Gina Mertis, Renee Merlino, Vincent Hernandez, Angela Donio, Amy Menzel, Ivette Guillermo

1.) Highlights & key points from your discussion (bullet points are great!):
   - Utilizing “what we have” in particular the Family Success Center.
   - Merging with “Voices” from first breakout session.
   - Partner with Arts community in Hammonton. Introducing the kids to cultural activities.
   - Ideas of outside clubs such as Explorers Clubs, Boys/Girls Club
   - Ideas for Voices and activities for kids:
     - Shadowing business leaders such as cooks, general managers of business (like mentoring program for preteens/teens), Career Day (potential theme for Third Thursday)
     - Resume writing, stock market club, woodworking, sewing, crocheting
     - Can we get activities going at the Hammonton Lake?
     - Family Success Center does have activities
     - Get in touch with the Hammonton Ministerium!!!
     - Kid-oriented Third Thursday or activities for kids
     - Activities that the kids could spearhead themselves.

2.) Who is taking the Lead?
   - Elsie Baez and Kim Gollub

3.) Who are the Collaborators?
   - Newly formed group “Voices”

4.) Next Meeting:
   - Email outreach from “Voices”
Session #13: How can we make Hammonton a destination?

Convener: Toni Peditto


1.) Highlights & key points from your discussion:
- Connect the Dots
- [Hammonton.com](http://Hammonton.com)
- Facebook: HammontonNJ- tourism related activities
- Focus on farming and trains
- Draw from North Jersey and New York
- Hammonton is now a Destination Marketing organization
- Capitalize on wineries, breweries, distilleries, farm markets, theatre
- Build a hotel, inn, B&B
- Create an app
- Build better networking amongst ourselves
- Increase customer services
- Increase services offered by the Chamber of Commerce or introduce a Welcome Center
- Banner plane over the soccer tournament
- Volunteers that signed up to donate time:
  - April Schenk
  - Eileen Conran-Folks
  - Ricky Algeria
  - Rose Vital
  - Jose Martinez
  - Toni Peditto
  - Kim Parise
  - Adam Krell
  - Ben Ott
  - Gina Petrillo
Session #14: How can we use Public Art to connect to the Community in Hammonton in Environmentally conscious way?

Convener: Jim Donio & Annette Rinker

Participants: Linda Esposito, Charles Branigan, Cherie Calletta, Jim Italiano, Amy Menzel, Caz Boyd, Cheryl Broschard, Ted Wioncek, Shirley Monastra, Karen Pinzolo

1.) Highlights & key points from your discussion:
- Public Art on private property and walking tours with photos and descriptions on-site - juried
- Maybe an art prize contest concept - public voting
- Inclusion of student artists in a much larger capacity is important
- Indoor and outdoor or weatherproof private and public space
- Larger scale concept, piggybacking on fire hydrant art project - artistic bike racks or light control boxes
- Creating similar projects to Wendy’s school/mural project
- Use lighting and projected/digital art projects too
- Ability to shut down Bellevue Avenue for Art, Culture and other Festivals in Downtown
- Also slowing people down in Downtown and directing people to parking and art experiences off the beaten path
- Hammonton High School Film Festival tie in to community and general public
- More coordinated public concerts
- Jim Italiano suggested partnering with South Jersey Jazz Society for events
- Infusing live music and visual arts into all events, restaurants and other businesses
- Make sure to connect with various ages and cultures
- Coordinate concerts in the parks and other locations
- More regular and consistent music and art events on an ongoing basis
- Some events should be impromptu or seemingly impromptu at times
- Bolstering and expanding Third Thursdays
- Cultural Asset Inventory, possibly funded by Sustainable Jersey and keying in cultural diversity and the Latin American community
- Infusing arts and partnering as much as possible
- Tie ins with green initiatives and other activities that might have similar demographics
- Exploring non-public arts projects like: 3D chalk drawings on sidewalk, projections, etc.
- Many more connections needed with the arts in the schools and healthcare, along with non-traditional partners

Funding sources:
- Robert Wood Johnson
• Geraldine R. Dodge
• Community Foundation of South Jersey
• Funding Clearinghouse for grants and fundraising
• Focus strategy on Creative Placemaking
• Check out National Consortium for Creative Placemaking and how Hammonton can build on its assets and plans for the future to leverage additional funds and resources
• Bring in consultant to evaluate and help facilitate a creative peacemaking plan

2.) **Who is taking the Lead?**
   • Arts Steering Committee - specifically Annette Rinker and Jim Donio

3.) **Who are the Collaborators?**
   • Linda Esposito - Hammonton School District
   • Amy Menzel - Hammonton Green Committee
   • Jim Italiano - Music and visual art displays in business

4.) **Who else do we want to invite? (individuals, organizations, agencies, etc.)**
   • More people from Hammonton and St. Joseph Schools
   • Stockton University
   • Noyes Museum
   • Bay Atlantic Symphony
   • South Jersey Jazz Society
   • AtlantiCare
   • Heritage Assisted Living Center
   • Hammonton Family Success Center

5.) **Immediate Actions/Next Steps:**
   1 - Define and expand the roles and participation and sub-committees of the Arts Steering Committee
   2 - True community-based strategic arts plan focusing creative peacemaking and on partnerships (1 to 3 year plan)
   3 - Identify arts assets in Hammonton: People, places, resources and organizations
   4 - Establish the framework for a Funding Clearinghouse - grant calendar, collaborative efforts and joint fundraising options to minimize costs and maximize return
6. What resources would be useful in moving forward? (human, technological, financial, etc.)
   • Expanded human resources for creation of strategic arts plan
   • Seed money to establish plan and goals
   • Central point (website, etc.) for events and goings on
Session #15: How can we utilize local businesses and civic groups to bring new faces into Hammonton?

Convener:

Participants:

1.) Highlights & key points from your discussion:
   - Uniting the service clubs, and the people that are in them, therefore creating more connections for future events
   - Creating a sense of community and belonging by motivating others to join these clubs through friendship
   - Find an outside force (ex: an event) to motivate these service clubs and bring them together, as opposed to one club taking charge in merging the groups together, creating a more effective result
   - Reinforce the idea that every individual has something to offer that can help
   - Local restaurants, cafes, and businesses network more through social media to bring new faces into yearly events in Hammonton (ex: Halloween parade, Red White & Blue Festival), therefore showcasing what Hammonton has to offer to other towns
   - “Community over competition” – create a united Hammonton, then bring new people in
   - Refresh Hammonton’s yearly events, and create new ones to revive the excitement in Hammonton for its residents, and those outside of town
   - Networking/social media idea: take pictures of a walk around Hammonton, sharing it online, and showing others what Hammonton has to offer for everyone
Session #16: How can we work together to welcome migrant workers to South Jersey?

Convener: Dory Dickson

Participants: Dave Murphy, Steve McGahee, Tom Kinsella, Suzanne Horvitz, Renee Merlino, Elsie Baez, Rose Vitale, Jose Martinez, Dan Bachalis

1.) Highlights & key points from your discussion:
   • Language is a barrier to communication with many migrant workers.
   • Youth are particularly vulnerable if they or their parents do not have needed visas.
   • We might interact with farm workers by setting up events at local ethnic groceries and possibly at ShopRite, with farm workers and interpreters explaining various uses of food items (preparation etc.) Events like these might serve as social ice-breakers.
   • A church group or other organization might be interested in sponsoring a ladies day, with complimentary manicures, etc.
   • Community members who want to get involved need to be informed about projects and events they can participate in. More publicity needed!
   • Interaction between community members and migrant workers will be easiest to arrange at local parks, churches or other venues. Large groups or unscreened individuals are not really welcome at the camps. Migrant Worker Outreach does offer some activities at the migrant camps, but these are structured and limited in scope, so as not to intrude on the lives of the farm workers on their home turf. The farm workers really appreciate when they are invited to venues on our turf, here in town, such as at the public library, the Hammonton Art Center, etc.

2.) Who is taking the Lead?
   • Breakout group and other interested folks can email Migrant Worker Outreach Director, Dory Dickson, to communicate their skills, interests and availability.
   • Those who request will then be put on an email list to receive information about on-going and new projects. People who attended our breakout session have given permission for their email addresses to be shared, but only within our initial breakout group.

3.) Who are the Collaborators?
   • Area churches, organizations and individuals are invited to contact Migrant Worker Outreach and to either collaborate with us or consult with us.

4.) Who else do we want to invite? (individuals, organizations, agencies, etc.)
   • Public announcements will let people know about what we’re doing, for instance when we have clothing drives, or when we need help planning an event. Those who express an interest are our target community groups and members.
5.) Immediate Actions/Next Steps:
   • Participants email Dory Dickson. Participants will be informed of Migrant Worker Outreach events and meetings. Community members and organizations may invite Dory Dickson to speak to a group about migrant workers and what we’re doing to welcome them.

6.) What resources would be useful in moving forward? (human, technological, financial, etc.)
   • We need more volunteers, from all walks of life. When our 501C-3 application goes through, we’ll also do fund-raising to help cover our expenses.

7.) Next Meeting:
   • Will be announced through both email and by announcement in local papers. Our board meetings, open to the public, are held the last Saturday of the month in March and September, usually at the Community Room at the Hammonton Public Library at noon.
Session #17: How do we get the Community to Participate?

Convener: Olivia Bellano

Participants: Brooke Sacco, Carol Orsi, Rich Rehmann, Sal Velardi, Mica McCullough, Barbara Berenato, Cassie Iacovelli, Lynne Lucca, June Wrobelski

1.) Highlights & key points from your discussion (bullet points are great!):

- Active vs Passive Participation
- Solution Proposals: Campaign to “Get Involved!” (create a passport or town wide scavenger hunt);
- “Brag About It” if you are attending community events, share what you are doing, where you are going, what you did
- #HammontonIsntBoring
- Translate “Hometown Pride” to “Hometown Participation”
- Be aware of our obstacles (lack of awareness of town issues and events, fragmentation, Third Thursday participants becoming patrons!)
- Solutions to those obstacles:
  - Board Meeting Twitter Feeds, Personalization of Events (seniors, kids, etc.), follow-up, getting kids and parents involved
- How effective are pamphlets in sharing events? The Big Idea: a physical active Hammonton Bulletin. A single place where people can go and discover events, sales and community activities
- THE BIG IDEA: Welcome Committee: representatives/volunteers act as ambassadors of the town to introduce new comers to their new neighbors. This person is a #FirstFriend. Provide new neighbor with introductions, discounts to local businesses, membership info to get involved in local civic clubs, play groups, organizations. Follow up and follow through. Commuters who reside in Hammonton need to feel that they have a life in the town they live in.
Session #18: How do we make outsiders feel more welcome?

Convener: Beverly Cornelius

Participants: Dan McAnney, Cassie Iacovelli, Dory Dickson, Deon Davis, Emily Pavesi, Brooke Pizzi, Xiomara Perez, Donna Sutts, Cindy Meli, Cheryl Broschard, Caz Boyd, Barbara Berenato, Robin Chieco

1.) Highlights & key points from your discussion:
   - Develop a welcome basket for residents that recently moved into Hammonton - including Spanish speaking - migrant workers-to help them navigate through the community
   - Develop town ambassadors - including youth - to great newcomers
   - Develop the “secrets of Hammonton” incorporating historical and recent information
     - Hot spots for the town
   - Incorporate the “blueberry capital” theme in all information

2.) Who is taking the Lead?
   - Beverly Cornelius
   - Dan McAnney
   - Donna Sutts
   - Cindy Meli
   - Barbara Berenato

3.) Who are the Collaborators?
   - Dan McAnney, Cassie Iacovelli, Dory Dickson, Deon Davis, Emily Pavesi, Brooke Pizzi, Xiomara Preez, Donna Sutts, Cindy Meli, Cheryl Broschard, Clay Boyd, Barbara Berenato, Robin Chieco

4.) Who else do we want to invite? (individuals, organizations, agencies, etc.)
   - Chamber of Commerce
   - Mayor
   - Migrant organization
   - Civic Organizations
   - Atlantic Care
   - Realtors
   - Local Businesses
   - Historical Society

5.) Immediate Actions/Next Steps:
   - Begin a committee to develop a welcome basket
6.) **What resources would be useful in moving forward? (human, technological, financial, etc.)**

- Atlantic Care, Civic Organizations, Realtors
Session #19: How do we market the Arts in Hammonton?

Convener: Rita Castillo

Participants: Zane Sebasovich, Mathew Talavera, Shana Zimnoch

1.) Highlights & key points from your discussion (bullet points are great!):
   - Figure out the target (figure out our audience)
   - Keep it Fresh
   - Social Media
   - Grabbing Emails from customers
   - TV, Radio, Print Ad Advertisement
   - Find People in Hammonton that are interested in helping with marketing
   - Have a Plan
   - Work on a Budget
   - Develop a Relationship with your audience
   - Figure out how we can pull organizations together
   - Find meaningful Participation in our downtown for events
   - Develop a survey, maybe make the survey short and sweet and interactive

2.) Who are the Collaborators?
   - Noyes and Eagle Theater

3.) Who are the Collaborators?
   - We want to try and get all of Downtown involved

4.) Who else do we want to invite? (individuals, organizations, agencies, etc.)
   - Arts districts, find different organizations that will help us market

5.) Immediate Actions/Next Steps:
   - Get started on the surveys to figure out who our audience are and what platform are they using to figure out what events Downtown is having

6.) What resources would be useful in moving forward? (human, technological, financial, etc.)
   - Email and full participation from Downtown Hammonton

7.) Next Meeting:
   - Eagle theater and Noyes will get together in the next week to figure out our next plan
Session #20: How do we support new-business start-ups?

Convener: Wanda Switonska

Participants: Ryan Mayer, Linda Cashan, Rose Vitale, Vincent Hernandez, Annette Rinker, Jim Donio, Dan Bachalis

1.) Highlights & key points from your discussion (bullet points are great!):

- Support your neighboring business
- Think local
- Encouraging collaboration
- Help to create good business plan before the business opens - “should they be in business”, “best defense is good offense”
- Unitize existing organization like Chamber of Commerce, Stockton Small business School, etc.
- Creating small business incubator to help share resources
- Mentoring program and focus group to determine what kind of businesses are needed in Hammonton
- Incorporate cultural diversity to help each culture shine
- Develop active business recruitment
- Create better, more coordinated communication network DMO - Destination Marketing Organization
- Think expansively, “disruptively”
- “Buddy-Up” Uptown and Downtown businesses

Next step

- Create focus group
- Create mentor program for start ups
- Create information materials for creating solid business plan
Session #21: How to assist in more concrete resources for our issue with poverty?

Convener: Elsie Baez

Participants: Joyce Dunn, Amy Menzel, Mica McCullough, Dan Bachalis, Steven Carr, Ivette Guillermo, Wanda Switonska

1.) Highlights & key points from your discussion:
   • Long term solutions needed
   • Short term resources available
   • Cross over of issues (hunger, addiction and homelessness)
   • Cross over of populations (Females 20-25 / Children under 5 yrs. / Seniors / Veterans and Hispanics (Teens))

2.) Who is taking the Lead?
   • Networking with community engagement committee, churches, Hammonton Helps (Other nonprofits)

3.) Who are the Collaborators?
   • Same as above

4.) Who else do we want to invite? (individuals, organizations, agencies, etc.)
   • Residents and business owners inclusive as same as above

5.) Immediate Actions/Next Steps:
   • Potentially establishing a job bank (centralized listing)
   • Identifying and removing barriers (Language )ESL & SSL), Psych, Transportation, Accessibility)

6.) What resources would be useful in moving forward? (human, technological, financial, etc.)
   • List of resources already established and updated (Food pantry (4.), Boarding Houses (2.), Sources Available through Family Success Center, Churches and nonprofits for services as well (Allies In Caring) completely centralized and distributed to: Apartment complexes, boarding houses, schools, churches and resource offices)

7.) Next Meeting:
   • Waiting to find out when the community engagement committee to present
Session #22: How to get more Business support from Hammonton residents?

Convener: April Schenk

Participants: Kelly Donio, Ginna Petrillo, Sara Verrillo, Gina Mertis, Rick Walker, Adam Krell, Anthony Mortelliti, Richard Alverio, Brooke Sacco

1.) Highlights & key points from your discussion:
   - Out of town buyers vs. residents?
   - Is Hammonton uncomfortable with change?
   - Do they not like to see each other?
   - Do they want to keep up an image of status and prefer to shop more privately?
   - The group discussed a number of issues related to gaining actual sales from the residents of Hammonton. We explored many of the possible issues and concerns and ideas of what we can do to make it more "cool" and/or inviting to introduce Hammonton residents to shopping local.
   - We also discussed making the downtown area more of an outdoor shopping mall creating a welcome area at the historic train station for shoppers to gather maps/coupons/ etc. for the shopping/eating destinations.

8.) Who is taking the Lead? Do we create committee to lead up marketing to Hammontonians?
   - Start a buy local campaign?
     o Organize a buy local week?
     o Famers market of MainStreet to highlight local businesses and restaurants?
     o Create walking area/outdoor mall more inviting for shopping in downtown/redirect large trucks off of rt.54?
     o Offer discount cards/tax breaks for shopping local?

9.) Who are the Collaborators?
   - Local Business Owners

10.) Who else do we want to invite? (individuals, organizations, agencies, etc.)
   - Downtown Hammonton Committee / Chamber of Commerce

11.) Immediate Actions/Next Steps:
   - Start a group or webpage for people to volunteer/intern esp. senior citizens/and or high school and college students?

12.) What resources would be useful in moving forward? (human, technological, financial, etc.)
   - Social Media
• Community Commercial
• Grants/Other Sources for $

13.) Next Meeting:
• ASAP!!!
Session #23: How to grow the community economically?

Convener: Benjamin Ott

Participants: Joe Bruno, Steven Carr, John Runfolo

1.) Highlights & key points from your discussion:
   - Discussed current businesses and their state.
   - Went over how to grow economically such as wage growth, internal hiring, external attraction of businesses
   - Discussed what businesses are missing in Hammonton such as movie theatre, men’s shop, art supplies, hardware store, restaurants (vegan, Thai, bakery, 50s malt shop)
   - Talked about how most growth in a community comes from taking care of your existing businesses. How can we continue to grow our current businesses?
Session #24: Inclusion: Collaboration including children, students, adults etc.

Convener: Robin Chieco and Eileen Conran-Folks

Participants: Barbara Neary, Kim Gollub, Jose Martinez, Angelo Donio, Brooke Pizzi, Xiomara Perez, Alex Guillot, Emily Pavesi, Gabrielle Sirolli, Deon Davis, Ivette Guillermo, Lisa Varesio, Kim Parise, Anthony Parise, Beverly Cornelius, Dan McAnney

1.) Highlights & key points from your discussion:

- Inclusion must start in kindergarten and continue throughout the student’s lives
- Fear based emotions from those who may be from different cultures, language barriers prohibits engagement and inclusion in conversations/meetings, economic barriers,
- Undocumented community members fear that speaking up may result in something negative
- It is the duties of educators to begin the conversation and it is the responsibility of students to participate in the dialogue.
- Never doubt the power of children”
- Conversation starts with the INVITATION - same model as Creative Hammonton to be applied.
- The answer is not an event, it is the people”.
- We need to find a way to create a culture that values each other’s differences and celebrates our strengths. It is easy to see our differences, let’s concentrate on our VALUES”
- Hammonton has a unique composition of people from many different regions, cultures, religion etc.
- Using this unique community as a way to celebrate the diversity of our town.

2.) Who is taking the Lead?

- Civic groups, churches, students, businesses
- Exposing Hammonton residents to new traditions (Spanish, Latino, Haitian)
- Service projects taking place in our schools that could be integrated into our community

3.) Who are the Collaborators?

- Residents, business owners, churches and schools
- Coaches: engaging students from different cultures to come together through sports
- Arts: inviting students to experience the theatre, museums etc.
- Diversity clubs are emerging in High Schools

4.) Who else do we want to invite? (individuals, organizations, agencies, etc.)

- Invite all existing and developing groups to be a part of the conversation.
- Special attention to ensuring that we have representation from all age groups, ethnicities, religious affiliations, etc. Walk we talk with regard to inclusion.
5.) **Immediate Actions/Next Steps:**

- Use the existing structure of the school curriculum to integrate the stories from different cultures that are represented in Hammonton.
- Hammonton will integrate stories from others as part of the Sesquicentennial Celebration.
- Zone-Viva: a celebration and destination in town that provides a platform for Latino community members to celebrate their heritage, culture and traditions.
- Collaborating with the churches to start a conversation with the congregation on their “stories”.
- Some people come to religious and community sponsored events not because they are necessarily needy, but rather that they are “HUNGRY” for social connections.
- Host a follow-up Creative Hammonton like event at the Family Success Center to get the conversation going. Give everyone a chance to let their voices be heard.
- V.O.I.C.E.S. Valuing Others Inclusion, Communicating Educating, Service
- Consider hosting a breakfast in town to include all generations

6.) **What resources would be useful in moving forward?** *(human, technological, financial, etc.)*

- Venue to host future conversations
- Facilitator to help us share effective techniques to be shared to facilitate the conversation
- Buy-in from established groups: (e.g. Lion’s club invites the Latino Heritage group - their meetings and vice versa.)

7.) **Next Meeting:**

- Ivette offered to open her home up to those who would like to continue the conversation on inclusion.
DAY TWO

Session #25: Aging in Place

Convener: Dr. Johanna Johnson

Participants: Sal Velardi, Carol Orsi, Barbara Berenato, Angela Donio, Shirley Monastra, Bob Bauers, Rich Rehmann, June Wrobleski, Dave Murphy, Jack Mazzeo, Rick Walker, Cathy Mortello

1.) Highlights & key points from your discussion (bullet points are great!):
   • Moderator referenced info from the online web site VTV-Village to Village - TED talk; for background information of the concept - sent before this session by email

   • Moderator attended meetings with a variety of potential stakeholders/providers including Stockton, JFS -Jewish Family Services, County of Atlantic Human Services Dept. to discuss: an initial survey to assess interest and need in the concept of a virtual village in the Hammonton area. Identification of current services that serves a senior population, including social, health, intellectual, arts activities.

   • Mention was made of the advantage of an umbrella organization sponsoring or providing support to a village per the model of the Village @ the Shore - located in Margate. This arrangement could reduce over-all service delivery costs.

   • Some sample services might include: health screenings, social gatherings, home based services-dog walking, repairs, lunch gatherings, phone call check-ups, cleaning services etc. All vendors and volunteers would be vetted,

2.) Who is taking the Lead?
   • Dr. Johanna Johnson

3.) Who are the Collaborators?
   • Session attendees volunteered to follow thru with specific areas of concern, discussed becoming members of the new organization - and research a variety of funding sources.

4.) Who else do we want to invite? (individuals, organizations, agencies, etc.)
   • Atlantic Care, JFS and the Atlantic County Public Health Division of Intergenerational Services, along with local ministries, organizations and providers of services to seniors.
5.) **Immediate Actions/Next Steps:**

- Increased information gathering, attendance at Village Conference in October - Ohio; to meet with current village organizations.
- This type of undertaking needs to develop over time, with organization models, and legal issues to be researched to determine appropriate structure, program presentations and formation of 501c3 - unless a sponsoring organization is secured.
Session #26: Are you a good a citizen?

Convener: Michael E. Smith

Participants: Geoff Richter, John Volpa, Christine White, Charles White, Adam Krell, Deon Davis, Kim Parise, Anthony Parise, Brian Powers, Cheryl Reardon, Luis Perez, Olivia Craig, Gabriella Scocca, Taylor Breitzman, Narina Parrish, Louise Wilson

1.) Highlights & key points from your discussion:
   - Know the structure of your government (local, county, and state)
   - Know your laws because rules matter.
   - Encouraged personnel involvement in local government committees meetings
   - Encouraged sharing knowledge
Session #27: Community Capital

Convener: Bob Bauers

Participants: Johanna R. Johnson, Narina Parrish, Robert DeRosa, Steven Carr

1.) Highlights & key points from your discussion:
   - Community capital is the people who invest in their community, not financially but by volunteering and being visible to neighbors. (Human capital)
   - Welcome Wagon should be supported as they are the first to reach out to newcomers.

2.) Who is taking the Lead?
   - No lead - conversational meeting only.

3.) Who are the Collaborators?
   - All citizens of the community

4.) Who else do we want to invite? (individuals, organizations, agencies, etc.)
   - Welcome Wagon
Session #28: Hammonton Lake

Convener: Dan McAnney

Participants: Steve McGahee, Rita Castillo, Shana Zimnoch, Charles Branigan, Geoff Richter, Lisa Varesio, Angela Donio, Tait Chirenje, Louise Wilson, Nick Goblirsch, Saskia Schmidt, Jack Mazzeo, Dan Bachalis

1.) Highlights & key points from your discussion:
   - The lake had been a place where swimming and other activities went on to a greater degree in the past. Environmental issues (unnatural nutrients, fertilizers, animal waste, and storm drainage) and costs to abate and test them have caused the closing of the swimming area. The flow has slowed in the lake as well.
   - Natural Filters could help abate the problem.
   - The levels are only too high after a rain storm.
   - Other prohibitive factors are costs of regular testing, lifeguard and insurance.
   - The town is working on the problem and is searching for a business to run a kayak/canoe concession at the lake.
   - Recent improvements have been made at the lake by Kiwanis Club.
   - Signage has been installed for the trail.
   - Public restroom facility is almost fully operational.
   - July 4 event will hopefully include boat rentals.
   - Full community use of the lake will take time after improvements are made.

2.) Who is taking the Lead?
   - The Environmental Commission and the Lake Water Quality Commission (Bill Parkhurst) has been working on the water quality problems.
   - A.R.H. have done the engineering work and it would be good to consult them.

3.) Who are the Collaborators?
   - Dan Bachalis will supply information from a public hearing and a survey done in recent years regarding the lake.
   - Dan Bachalis will supply the Lake Park Refurbishing Report
   - Green Infrastructure Project is hoping to begin working with Hammonton and is waiting for Council approval.

4.) Who else do we want to invite? (individuals, organizations, agencies, etc.)
   - Mycofiltration (Phila, PA) mycofiltration systems
   - Green Infrastructure Project
   - Pizza Palace will probably bring kayaks and canoes to
5.) **Immediate Actions/Next Steps:**
   - Encourage Council members to approve Green Infrastructure Project
   - Encourage business to open to rent boats
   - Encourage events/concerts at the lake
Session #29: How do we raise funds more efficiently and collaboratively?

Convener: Jim Donio

Participants: Karen Pinzolo, Sara Gendlek, Christina Birchler, Dory Dickson, Ellie Gibson, Vincente Hernandez, Dan Bachalis, Wanda Switonska, Tricia Donio, Mary Young, Lisa Varesio, Donna Sutts, Annette Rinker, Danielle Weissman, Lacey Weissman, Patty Smith, April Schenk, Suzanne Horvitz, Nick Goblirsch

1.) Highlights & key points from your discussion:
   - What ever happened to Hammonton United Service Association?
   - Cooperative Fundraising
   - Avoid donor fatigue
   - Avoid donor event scheduling conflicts
   - Incubator for non-profits
   - Collaborating with businesses vs. donation
   - Requests for funding (Shark Tank style arrangement: for profit and non profit)
     - Online
     - Craigslist style
       - Funding needs
       - Volunteers
       - Space needs
       - Material needs
       - In-kind needs
       - Supplies
   - Tie in with Welcome Committee
   - Central source for events
     - Virtual
     - Physical
   - Crowdfunding (Hammonton-Centric)
   - Professional development workshops for fundraisers and boards
   - Activities forum or open house annually for organizations to connect with potential volunteers
   - Central physical posting spot/ headquarters/ kiosks
     - Wells Fargo
     - Historic train station
     - Family success center
     - Canoe Club
     - Pavilion/Stockton
     - NJ transit station
   - Digital or organized displays
• Stronger Connections to Create Volunteers with businesses, community groups, churches, volunteers, schools, etc.

2.) Who is taking the Lead?
• Eagle Theatre

3.) Who are the Collaborators?
• Stockton, AtlantiCare, Noyes, Community Groups

4.) What resources would be useful in moving forward? (human, technological, financial, etc.)
• Central Database (Craigslist for Non-Profits)
Session #30: How do we foster community service and get youth involved?

Convener: Robert DeRose and Deon Davis

Participants: Tricia Donio, Sal Velardi, Carol Orsi, Kim Parise, Bob Bauers, Rose Vitale, Anthony Parise, John Volpa

1.) Highlights & key points from your discussion:
   - Get parents to have pride and show kids
   - Get Club Advisors to coordinate with Parent Club
   - Central Club Directory
     - Keep Current
     - Clear mission statement
   - Get Young Adults to guide the youth
   - Club fair at School
   - Encourage students to meet during lunch for their clubs
   - Make Events Fun!!!
     - Challenges and incentives
   - Service-a-thon, instead of things like Walk-a-thon
   - Kids during service activities to raise money and awareness

5.) Who is taking the Lead?
   - Carol Orsi is going to call Dr. Dan, the superintendent to see if a Club Fair can become a thing

3.) Who are the Collaborators?
   - Rotary Club and the Lions Club

4.) Who else do we want to invite? (individuals, organizations, agencies, etc.)
   - The other civic clubs in town, like Mothers Club, etc.

5.) Immediate Actions/Next Steps:
   - Calling Dr. Dan

6.) What resources would be useful in moving forward? (human, technological, financial, etc.)
   - Central Club Directory
**Session #31: How do we go about getting public spaces for art in Hammonton?**

**Convener:** Annette Rinker

**Participants:** Shana Zimnoch, Rita Castillo, Susanne Horvitz, Alessandra Gangemi, Saskia Schmidt, Rose Vitale, April Schenk, Deon Davis, Vincent Hernandez, Laura Wallick, Sara Gendlek, Charles Branigan, Jim Donio

1.) **Highlights & key points from your discussion:**

- Plans need to be presented to the Arts District steering committee which has representatives from the local government. For Murals permission needs to be obtained from property owners.
- There is township owned space where the walkway between the antique Hammonton Train station is and Kramer Hall, Also by the Hammonton Lake Park.
- Temporary Outside Art Events can be planned to make art accessible to the public.
- The Art Experience is enhanced by having public participation in the art whether making or presenting a demonstration or talk on how it is made. This is often what the audience is looking for.
- Plan for long term standing art or an art event that is recurring is a good idea.
Session #32: How to prepare autistic children for college and beyond?

Convener: Gina Mertis

Participants: Eileen Conran-Folk, Dan McAnney, Sara Verillo, Dan Bachalis, Deon Davis

1.) Highlights & key points from your discussion:
Stockton:

- What services do you need? Wide variety of issues, language, disability, etc. Learning tools
- Student club, social support, informed network (links to other networks)
- Wellness Office - Key to 1st contact
- HHS job coaching
- HHS/SJS links and information sharing
- Preparing for life situations - social acting/introducing, etc.
- Champion of Youth Program affiliated with Stockton “mini-versity” as intro to college life
- Shows goal setting, instruction and guidance, social interactions, professional development and anticipatory socialization
- CARE Program (Stockton) - Peer mentoring program
- Intramural sports for socialization
- SOAR A (Stockton Outdoor Adventure Retreat)
- Lunch and learn session******* meet with other students with special needs from Stockton to give advice and experiences
- Expand student’s perspective beyond HS environment (e.g. no/fewer cliques, friends for everyone)
- Other community resources with whom to link (boys and girls club/family success center)
- “Summit” meet with students, wellness center, HS teachers/guidance - facilitate transition

Excellent session - thank you all so very much!!!!!

2.) Who is taking the Lead?
- Gina Mertis

3.) Who are the Collaborators?
- Eileen Conran-Folk
- Dan McAnney
- Sara Verillo
- Deon Davis
- Dan Bachalis
4.) **Who else do we want to invite?** *(individuals, organizations, agencies, etc.)*
   - Hammonton High School Child Study Team
   - St. Joseph High School Guidance Council

5.) **Immediate Actions/Next Steps:**
   - Keep in touch with Stockton and talk about Lunch and Learn
   - Find out how to get a Champions of Youth program in Hammonton

6.) **What resources would be useful in moving forward?** *(human, technological, financial, etc.)*
   - Contact information for Champions of Youth

7.) **Next Meeting:**
   - TBD
Session #33: If you were a new resident to Hammonton, what would you want to know about?

Convener: Benjamin Ott & Olivia Bellano (Welcome Committee Chair)

Participants: Donna Sutts, Dan McAnney, Christina Birchler, Lisa Varesio, Barbara Berenato, Sal Velardi, Patty Smith, Howard Smith, Carol Orsi, June Wrobleski, Kim Parise, Suzanne Horvitz, Alessandro Gangemi

1.) Highlights & key points from your discussion:
   - How to connect with new residents, what medium to use, what to include in welcome packet, how to get them to participate, how to attract volunteers, start a welcome center?

2.) Who is taking the Lead?
   - Olivia Bellano has already started a committee that meets every 2nd Friday of the month at the Renere house.

6.) Who are the Collaborators?
   - Carol Orsi, Barb Berenato, Ben Ott, Dory Dickson, Rothman Institute, AtlantiCare, AMI

4.) Who else do we want to invite? (individuals, organizations, agencies, etc.)
   - Any volunteer bases/civic groups or business that want to get their information in front of new residents.

5.) Immediate Actions/Next Steps:
   - Meet with welcoming committee and present a trifold that includes a number of topics including: train schedule, history, houses of worship, laundry dry cleaning, child care, sports signups, services, cab co., food delivery, map, directory, NJ laws, how to change license etc. Medical services, clubs (Mops, Moms club, civics), Entertainment.

6.) What resources would be useful in moving forward? (human, technological, financial, etc.)
   - A welcome center location as well as staff. Volunteers to make house calls to new residents. Information/coupons to include in the welcome basket.

7.) Next Meeting:
   - May 13th, 10am, Renere House in Hammonton.
Session #34: South Jersey Cultural Alliance

Convener: Karen Pinzolo

Participants: Gina Mertis, Charles Branigan, Laura Wallick, Dory Dickson, Sara Gendlek, Lynne Lucca, Johanna R. Johnson, Steve McGahee, Shirley Monastra, Cheri Calletta, Annette Rinker, Jim Donio, Saskia Schmidt

1.) Highlights & key points from your discussion:
   - Harness Hammonton’s Creative energy
   - SJCA is an association of organizations which will provide “seed” money in order to keep creative teams going.
   - SJCA helps to promote and support culture organizations such as the Eagle theatre; a partnership has been developed.

7.) Who is taking the Lead?
   - SJCA and Eagle Theatre along with a creative Hammonton Committee to develop a community gathering place.

8.) Who are the Collaborators?
   - See #2.

9.) Who else do we want to invite? (individuals, organizations, agencies, etc.)
   - Any community organizations and citizens who wish to be involved.
   - Hammonton Arts Alliance, Pinelands Adventures (ecotourism)

10.) Immediate Actions/Next Steps:
   - With The Eagle Theatre provide a $1000 grant matched by local businesses for the development of an outdoor arts space (a piazza or pocket park)

11.) What resources would be useful in moving forward? (human, technological, financial, etc.)
   - Human and financial and technological (Hammonton.com)
Session #35: Train Station: Marketing, Promoting, Ridership, and Tourism Opportunities?

Convener: Cassie Iacovelli and Ellie Gibson

Participants: Johanna Johnson, Eileen Conran-Folks, Michael Cagno, Karen Pinzolo, June Wroblewski, Sara Gendek, Cherie Calletta, John Runfole, Dory Dickson, Amy Menzel

1.) Highlights & key points from your discussion:
   - Gentrification of the train station. Create a positive image for folks getting off the train.
   - DTOT: Don’t ‘Trash our Town campaign
   - Signage - wayfinding needed to guide visitors to the Town
   - Campaign needed to raise awareness about the positive attributes of the Town
   - Explore: Transit Village application. Johanna Johnson can assist with application
   - NJ Transit representative: Vivian Baker to be contacted and invited to Hammonton
   - College and distribute Data to demonstrate evident of the current level of visitors to our Town (e.g. Ridership from the 2015 Food Truck Event. # of students enrolled at Stockton and # of social workers who come to the Town of Hammonton for educational and training sessions.
   - Coordinate events around the train schedule: (e.g. Eagle Theatre productions)
   - ART-Stop: creative place making concept to be explored.

2.) Who is taking the Lead?
   - Ellie: will lead
   - Karen P: help set up meeting with NJ Transit
   - Eileen: Cleanup efforts along the walkway
   - Public Works: Clarification of who owns what - efforts to clean up the main path to Town.

3.) Who are the Collaborators?
   - NJ Transit, Stockton, Green Team, Town residents, Main Street, City Hall, Schools and Businesses.

4.) Who else do we want to invite? (individuals, organizations, agencies, etc.)
   - Public Works
   - Stockton Students
   - Residents
   - NJ Transit folks

5.) Immediate Actions/Next Steps:
   - Coordinate a meeting with NJ Transit to begin the discussion of our ideas - utilize a “Help Us Help You” campaign to engage NJ Transit in our collaborative efforts.
• Volunteer for the following: Clean - Up Saturday, April 16th, Planting Day, may 7th
• Work with Stockton to get student volunteers to greet folks coming off the Train on June 11th for the Food Truck Show. Objective is to create a brief survey to garner why folks came to Hammonton, why they choose to use the train and if they would come back to Town for another event.
• Launch the DTOT: Don’t Trash our Town Campaign
• Investigate how we can possibly use the fence adjacent to the train platform to promote the town and events coming up in Hammonton.
• Work with property owners and Public Works to get property owners and residents to help keep the pathway from the Train Station to the Avenue free and clear of litter.
• Create an Ambassadors program to serve as meeters and greeters when folks get off the train.

6.) What resources would be useful in moving forward? (human, technological, financial, etc.)
• Distribution list of the group interested in continuing the efforts to improve the overall experience folks have while using the train and in particular, those who get off the train to visit Hammonton.
• Inclusion in the Destination Hammonton committee to ensure that the Train campaign remains on the top of the list
**Session #36: Using channels in multi-media (podcasting, blogs, video blogs) to promote and strengthen the identity of the Hammonton community, businesses, and organizations**

**Convener:** Nicholas Goblirsch

**Participants:** Sara Verrillo, Jack Mazzeo, Anthony Mortellite, Richard Rehmann, Cheryl Reardon, Caz Boyd, Rita Castillo, Shana Zimnoch, Kelly Donio, April Schenk, Zane Sebasovich

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1.) **Highlights & key points from your discussion:**

- Businesses and organizations use various avenues to promote their services through print media, strategic Google searches, word of mouth, however the question is whether or not they are the best ways to get a return or “the word out”
- Podcasts and blogs/vlogs don’t just notify the masses of services provided but give a way for the community to hear the “voice” or personal side of those that make up our community.
- Ways like blending traditional promotional tools and requiring the customer to DO SOMETHING (present a coupon, mention a name) can increase the engagement and the return of the advertising investment.
- Having face-to-face contact may be the most impressionable way to connect and remember community members, business owners, and organizations that contribute to the community.
- Podcasting, blogs, video blogs, in essence, require nothing from the consumer except their time and their interest. However, to keep their interest and attention the content must add value and to be effective, the communication must be consistent. You want to provide value and continue to add value to keep others interested.
- To tap into the identity and those that make up our community, identifying who we see, hear, and read about rather than just business services in Hammonton.
- The trick is to find the right channel that works. We need to understand if the channel that’s chosen is heard by the right people.
- To launch this medium, it may be best to start with the question, “What is Hammonton?” to those who want to participate. This will begin to create the content in a video/audio format that starts identifying the community through the participants. May need to start at more up high, so to speak, to get down to the specific.
- There must be discipline in curating community content to give a better, more consistent user experience. This would be like a branded Facebook page, like Humans of Hammonton, to channel that media content.
- Behind our diverse views are stories that others can connect with through video/audio.
- Lastly, to help the community tackle the realm of podcasting and video blogs, we would need to provide a community of media resources/technology for the community to use. Can we provide a community resource that is accessible to all in the community?
2.) Who is taking the Lead?
   • Nicholas Goblirsch

3.) Who are the Collaborators?
   • To start:
     o Zane Sebasovich
     o Jack Mazzeo
     o April Schenk

4.) Who else do we want to invite? (individually, organizations, agencies, etc.)
   • Anyone who would like to learn more about using this new medium to expand their voice outside their current circles. We could also work with hammonton.com as an avenue to distribute the content.

5.) Immediate Actions/Next Steps:
   • Nick will engage each collaborator to get a better understanding of how multi-media can communicate to the community and begin to put together a sound, repeatable action plan/strategy that anyone could mimic. The goal is to provide a self-sustaining media resource at little to know cost.

6.) What resources would be useful in moving forward? (human, technological, financial, etc.)
   • Time with each Collaborator to gain an understanding of how much time and how much content they can put out there.

7.) Next Meeting:
   • TBD but I’ll make some calls...
Session #37: Using schools after hours

Convener: Gordon Pherribo

Participants: Narina Parrish, Deon Davis, Angela Donio

1.) Highlights & key points from your discussion:
   - Using the schools for night classes
   - Requirements to use school
   - Policy of schools for night classes
   - Checking other successful school districts and emulate their programs

2.) Who is taking the Lead?
   - Gordon Pherribo

3.) Who else do we want to invite? (individuals, organizations, agencies, etc.)
   - Schools board
   - AtlantiCare

4.) Immediate Actions/Next Steps:
   - Get information from other programs to bring to school board

5.) What resources would be useful in moving forward? (human, technological, financial, etc.)
   - Expense to use school
   - Cost if any for instructors
Session #38: What does Hammonton need (Business)?

**Convener:** Benjamin Ott

**Participants:** Shirley Monastra, Lynne Lucca, Wanda Switonska, Laura Wallick, Alessandro Gangemi, Caz Boyd, Sara Verrillo, Vincent Hernandez, April Schenk, Adam Krell, Donna Sutts, Gordon Pherribo, Gina Mertis, Tricia Donio

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1.) **Highlights & key points from your discussion:**
- Talked about what we leave Hammonton for to try and discover what we may be missing:
- Hardware Store, movies, Buffets, art gallery, social gaming, lounge (computer), Drop-off for kids, Leatherheads? Performing art center, hibachi, high end restaurant, paint pottery (color me…), engaging activities, bookstore, cocktails, French restaurant, farmers market, high end chocolatier, B&B, boutique hotel, nightlife, music, dancing, yoga studio, wellness, arcade, barcade, outlets, Irish people/bar, dogfood

12.) **Who is taking the Lead?**
- ER Committee from MainStreet Hammonton

13.) **Who are the Collaborators?**
- MainStreet Hammonton

14.) **Immediate Actions/Next Steps:**
- Present ideas to ER committee

5.) **What resources would be useful in moving forward?** *(human, technological, financial, etc.)*
- None

6.) **Next Meeting:**
- A Tuesday Every month
Session #39: What is a Makerspace and why do we need one?

Convener: Robert DeRose

Participants: Rose Vitale, Steve McGahee, Laura Wallick, Steve Carr, Benjamin Ott, Saskia Schmidt, Charles Branigan, Rita Castillo, Shanna Zimnoch, Narina Parrish, Sara Verrillo, Linda Esposito, T.C. Owens, Amy Menzel, Gina Mertis, Nick Goblirsch, Howard Smith, Kelly Donio, Alessandra Gangemi, Dan McAnney

1.) Highlights & key points from your discussion:
- Industrial arts (Students)
- Education - Bring in Classes, Transfer of Knowledge from Generation to Generation.
- “Man School” - A place to learn how to use the tools of our many trades.
- How to produce items, such as “molds” for injection molds to create new things.
- Reclaiming Skills -> using original parts or recreating them.
- Collect trade information and educate
- Things like Industrial Sewing
- 3D Printing, CNC machine.
- Basic Skills training
- Engaging the town to identify locations for housing the Maker Space
- Welding
- Screen Printing
- Reach out to universal and massarelli for equipment and support
- Be a location for learning and growth of business and innovation

2.) Who is taking the Lead?
- The Hammonton Makers a New Jersey Nonprofit with 501(c)(3.) status

3.) Who are the Collaborators?
- Robert DeRose, Steve Carr, Jim Donio and anyone else interested. Stockton College is interested in helping.

4.) Who else do we want to invite? (individuals, organizations, agencies, etc.)
- Stockton College and anyone interested in prompting the industrial arts
5.) **Immediate Actions/Next Steps:**
   - Planning a meeting to be hosted at Stockton College

6.) **What resources would be useful in moving forward?** *(human, technological, financial, etc.)*
   - Money and people!
Session #40: What makes a thriving community (for Hammonton)?

Convener: Dory Dickson

Participants: Caz Boyd, Michael E. Smith, Barbara Berenato, Sal Velardi, Cheryl Reardon, Adam Krell, Steve McGahee

Highlights & key points from your discussion:

1. A thriving local economy with thriving businesses enhances quality of life.
2. A thriving community is inclusive of all segments of the population.
3. Appropriate services are provided through the government, schools, churches and civic organizations.
4. A thriving community prospers and flourishes; it grows!
5. The community protects its heritage and looks to the future in addressing needs for education, jobs, and business opportunities.
6. Families, schools and individuals should strive to teach values. Actions are the best way to teach values, through community service at school or with the family.
7. This country was built on the values of hard work, thrift, and neighborliness.
8. Self-organizing helped build our country.
9. Safety is a big factor. A community with a low crime rate is a place people want to come.

Immediate Actions/Next Steps:

1. Virtue should be rewarded; vice should not be tolerated.
2. Increase town-wide litter removal, by civic organizations, homeowners, and neighbors.
4. Make an emotional connection to the town, by getting involved!
5. Subscribe to the Hammonton Gazette, to find out what’s happening in town and who the leaders and movers are.
6. Support Main Street Hammonton; they've done a wonderful job cleaning up the downtown.
7. Shop locally and don’t forget the White Horse Pike businesses.
8. Continue reaching out to the Hispanic community, even if their participation is slow to develop.
9. We can join the Hispanic community at their events, such as celebrations sponsored by the Puerto Rican Civic Association.
10. Focus on what connects us all instead of what separates us as a community. We have many things in common. We all want a bright future for our children.
Session #41: Creating permanent gathering green spaces in Hammonton

Convener: Cassie Iacovelli

Participants: Tait Chirenje, Wanda Switonska, Donna Sutts, Karen Pinzolo, Ben Ott, Gordon Pherribo, Lisa Varesio, Anthony Mortellite

1.) Highlights & key points from your discussion:

- A few people had discussed the possibility of permanent gathering place near or in downtown. Multi-season, something that is close to Central Avenue. Other people in other towns have offered ideas and suggestions. It's generally easier elsewhere, there's a lot more bureaucracy here in NJ.
- We need a concept, visual and written. A vision and a written plan would be helpful so we can start making headway towards getting funds (there are a number of funding agencies).
- There would not be a shortage of uses. Maybe find a way to engage the greater community to get more ideas. What are the advantages and disadvantages of that approach?
- The potential spot would be along Central Ave, but it's a county road. Where else can we find space? Coding down that part does not cause much disruption as there is still Third St (challenges: truck). A feasibility study would be needed. Need to engage a professional planner as a community coach, usually cost about $2,500 (National Consortium for Place Making has lots of possibilities). Karen from the same organizational help with contacts. He or she would recommend what needs to be done.
- Wanda Switonska & Gordon Pherribo will work on this with Cassie.

What are the things you want to see in that space?

- Flexible performance and exhibit spaces
- Flexible arts spaces
- Gathering areas that foster conversation.
- Welcome center for the Town.
- Possibility of night life that includes cultural activities.
- Flexible road access.
- Solar pavers for added green infrastructure or shade.
- Park(ing) day - 3rd Friday in September worldwide.

- NJ Future is looking at Piloting a project (Grant funded) on Green Spaces in Hammonton. Louise Currey Wilson is the rep who mentioned it to the group. They will have funds for engineering and other stuff. They have already presented to the Environmental Commission. The Quality of Life Committee is looking at the proposal. The May Council meeting will likely continue the conversation.
- NJ Future on May 3rd in Egg Harbor Township at ACUA where they will discuss related issues. There’s also another meeting on May 24th (flyers passed around to the group).
2.) Who are the Collaborators?

- Tait Chirenje
- Wanda Switonska
- Donna Sutts
- Karen Pinzolo
- Ben Ott
- Gordon Pherribo
- Lisa Varesio
- Anthony Mortellite