



Minutes for the March 1st 2023 Meeting of the Participatory Budgeting (PB) Committee of Freehold Borough

In attendance: Mark Bravaco, Carrie Conger (co-chair), Joanna Connelly, Kathy Eckhardt (co-chair), Ted Eckhardt, Mike Faccone, Cary Freyre, Annette Jordan (council liaison), George Schnurr, Dan Xavier.

The meeting was scheduled for 7:00pm. In approximate chronological order:

Four documents were passed out to Committee members at the beginning of the meeting: a list of public events to potentially advertise the PB program at, a copy of this year's "Project Proposal Form," a copy of the PB PowerPoint, and a list of community organizations to reach out to.

The Committee first considered the PB PowerPoint, reviewing the wording and formatting and making suggestions for improvement—such as adding that nineteen projects have won funding thus far, including a more specific URL on one slide, and further clarifying the criteria for participation.

The Committee considered the current draft of the "Project Proposal Form 2023," and ended up making one change—namely, to remove the unnecessary phrase "or relatively low" in the third criterion for improved clarity. It was also confirmed that an online Google Form would be made available this year, as in the past, so that participants have the opportunity to submit their ideas digitally.

Committee members decided on which community organizations they would reach out to for targeted advertising and idea solicitation. A Peruvian group in the Borough was mentioned, as well as the Rotary Club ("the Rotarians") as possible additions to the list.

After some discussion, it was agreed that an entirely new QR code would be used this year and that the old one did not need to be recovered.

Mike F. came into the PB meeting a bit late, having decided to sit in on the Memorial Day Parade Committee meeting that was talking place concurrently in a different room. George S., the liaison to that committee, came in to sit in on the PB meeting, too.

Mark B. said that he had reached out to Kathy Mulholland about updating the "Little Book of Participatory Budgeting" the day before, but didn't have any updates about it yet.

Mark B. indicated that he had gone to some of the places he'd put up flyers last year and only recovered one, so reusing flyers might not work—though, admittedly he hadn't checked his home yet to see if he had any leftover flyers in storage. Regardless, Mark B. offered to make new flyers for this year, expressing simple interest in undertaking a re-design. He shared later via email to the Committee, however, that a main reason compelling him to re-do the flyers was actually concerns about plagiarism,

due to the fact that the opening question on the flyer--"How would you spend \$200,000?" actually appears in one story published in the Asbury Park Press about Freehold's PB program by Strupp, and the question partly appears in another by Solis. Thus, though the wording may well be fair-game and acceptable, the re-design is really motivated by wanting to play things safe this year.

Participatory Budgeting t-shirts were talked about, and are going to be made for the Committee members.

It was mentioned that this year's Memorial Day Parade might have a section dedicated to the volunteers of Freehold Borough where the PB Committee members would be able to walk, and there was some discussion of having a PB banner to advertise the program there.

The Committee talked about public events happening locally that might be good platforms to advertise PB, either actively (entailing giving out flyers and greeting people) or passively (just attending and wearing PB memorabilia). The Food Truck Festival, Juneteenth, the Battle of Monmouth Re-enactment, Olde Freehold Day, the Latino Festival, and Family Movie Night were some such events listed.

Mark B. showed the Committee a design that he had made to promote the PB program and suggested possibly using it on the t-shirts and even on buttons for advertising purposes. Carrie C. said that she could make buttons with people she works with at work, and Kathy mentioned possibly using the new design for the title-slide of the PB PowerPoint. The design was based on the old icon for the program.

The next PB Committee meeting is scheduled for April 5th.