

Erie to Pittsburgh Trail  
August 21, 2020 Summit  
February 26, 2020 Conference Call  
Notes

The Summit is scheduled for August 21, 2020 in Franklin at the Atlantic Avenue Brethren Church Community Center - 160 Atlantic Ave, Franklin, PA 16323

- Reviewed the timeline okay as discussed and determined on December 19, 2019.
- Review of funding for the event.
  - Receives PALTA funding of \$5,000.
  - Charge for users -- \$30 early bird - Open registration June 1, early bird discount count cut off July 15, 2020. July 16 until August 14 registration will be \$35. Cut off for August 14 for all registrations.
  - Offer one free registration for one person per municipality, additional attendees will be charged the normal fee.
- Review Speaker Contacts
  - Keynote – County Official Panel
    - Kim has sent a request to Venango County Commissioner Chip Abramovic- *Confirmed*
    - Ron and Kim will discuss with Crawford County in the next few weeks
    - Kim will contact Joy Fronzoli of Erie County Planning, and let the County decide who, if anyone, will participate.- *Joy will speak with the Executive Director*
  - Row-of-Way Track 10:00 AM to 11:30 AM
    - Carl Belke – Kim has sent an email to him, no response yet - *Confirmed*
    - Dick Wilson is willing – cost would be overnight accommodations *Confirmed*
    - RTC – Courtney has not reached out to them yet
    - Parke – *Barney stated it is on his schedule*
    - PennDOT Kim Contact Lyndsie Devito District 1-0, and Courtney will contact District 11
    - Title Insurance Company – Barney still working on.
  - Programing on the Trails/Creative Fundraising Panel - 10:00 AM to 11:30 AM
    - Sandy Mateer – Day of Giving - *Confirmed*
    - Chris – Eat Play Ride - *Confirmed*
    - FOR – Trails to Wellness or New Brewery Partnership - *Confirmed*
    - Trails to Ales – Giving Back – Kim will talk with owners
    - Ned – Montour Trail
    - \*\* Panel members will provide a 5 to 10-minute overview of their event/project. Then open to questions.*
  - Mobile Workshops – 1 to 2:30 Mobile Workshops
    - Visit a Rail with Trail - Carl Belke?/ Kim Lead

- Outdoor Towns – (Chris Corban checking with PEC. – Kim check with Franklin Rep.)
- Registration Process –  
Eventbrite is used by PEC, Chris will check on an online registration means
- Marketing
  - What pieces do we need? –
    - Save the Date target release date - Beginning of April.
    - Flyer -
    - Social Media Push
    - Program for the day Online and Hard Copy
    - Survey for feedback on Summit. It was decided to utilize a digital survey sent after the event.

Save pieces in different files, (PDF, JPEG, Etc.) be sure to include to PALTA acknowledgement.

*Received after conference call - "Funded in part by the Pennsylvania Land Trust Association and the Pennsylvania Department of Conservation and Natural Resources' Pennsylvania Recreational Trails Program funded through the Federal Highway Administration.*

- Pre Summit Gathering – PEC will host a happy hour the evening before the Summit for those who are arriving on the 20<sup>th</sup>. This will not be advertised but made know to those coming in on the 20<sup>th</sup>.

Kim still needs to work on arranging meals.

Lodging was discussed – Franklin has a hotel and several B&Bs – Kim check on if there is a minimum number to reserve a block of rooms and what would the discount would be.

- *Peddlers and Paddlers B&B confirmed will provide a a discount pending availability-15% use the code summit2020*

Kim and Courtney will work on detailing the budget out as good estimates or actual costs begin to come in.