

Meeting opened.

Attending: Chris Sauer (head of External Committee), Bob Culbertson, Ray Culbertson, Kelly Chastain, Gil Patton. Alan Siefert excused for family duties.

No updates from Council Committee other than initial integration of Council with External.

CIC updates (Mr. Sauer is an appointed Advisor to CIC):

Mr. Sauer discussed newly-elected Business Owner CIC member, Joe Brickler. He is also a resident and property owner. He also discussed newly appointed CIC Advisor, Taylor Gruenwald. She is born and raised here, but now lives in Cincinnati. She works for the Hamilton County Port Authority/Landbank and was a valuable addition. She has been working to provide RFP (Request for Proposal) templates that mirror content and intent of her organization when they transition or sell properties.

Ray Culbertson re-capped CIC intent to actually begin selling properties, starting with unbuildable lots and moving to buildable lots and those with structures.

Projects:

Media Contacts: Mr. Sauer updated status of the Media Contact list being completed by the External Committee for the purpose of letting media outlets know when fund-raising walks, festivals, celebrations, fun events, and other important happenings are occurring in StB. He will check with City Hall to see if we have an existing or up-to-date StB Press Release template. We will create or update as necessary.

Email/Online Newsletter: This will augment the paper version. It will require energy input and continual follow-through, though. Mr. Sauer has been evaluating vendors. Vendors are needed because they have methods to ensure the mailing is not marked as SPAM, they provide different levels of access (might be able to access and edit a section but not publish or send/others might have publishing access), and they provide analytics (total clicks, articles clicks, ad clicks, etc). There are free options in this area, and he is considering Mail Chimp. Mr. Patton asked if ad revenue to the Committee or Village was possible. Mr. Sauer will look into that.

Walking/Fitness Trail: The current intent is to create an ultra-low-cost walking/jogging trail that can be advertised and possibly linked to other trails in the area (some information on the trail system is attached). It is a free-publicity option that also gives residents a nice and measured option for increasing their fitness. Sign-marked and paint/stencil options for marking were discussed (cost factors dictate). Mr. Sauer noted that there are 7+ websites that list these types of trails, so the listing alone gets the StB name out to a new audience. He also noted that if grants or other funds in just a small amount are available, the trail could become a true fitness trail with stations for pull-ups, push-ups, rail-jump or rail balance-walk, etc.) Ray Culbertson noted that he believes Recreation Director Paul Schildmeyer has also indicated an interest in this

type of project and could be a great help in getting it completed. Mr. Sauer provided some information (attached) regarding grants that are available for projects like this.

RFP Template for CIC: This work was suspended because the new CIC Advisor will provide templates used by agencies of the City of Cincinnati.

Village Website Error-checking: One simple project was to provide clerical help to the Village by finding errors and broken links on the Village website. Mr. Sauer noted that some of these had been reported and fixed, and the Committee would continue to assist in this manner.

Other Business:

There was discussion of whether marketing would be needed or helpful in selling Village properties like the Old Police Station (OPS). Mr. Chastain is working with Mike Peck to see if any specific usage designation can be put into a bidding process. Mr. Chastain and Ray Culbertson discussed aspects of the bidding process, most specifically the fact that, although the highest bid must be accepted if any bid is accepted, all bids can be rejected. Bob Culbertson noted that if we are able to designate usage, we need to make sure that use agrees with the current zoning.

Mr. Patton asked about what was the Committee's mandate or stated-purpose. As the Committee did not exist 6-7 months ago and is not currently described in the Charter, that exact role is still to be decided. The Council Committee will work on this and try to formalize something. Right now we are just trying to put a positive presentation of StB in every possible forum.

We had an open-flow discussion about the value of the village. The discussion included queries about the possible use of billboards for marketing the Village or generating revenue for the Village. Mr. Patton pointed out how StB was at the "center of everything" but was not Cincinnati. He discussed the family-oriented nature of the Village and said he describes StB as having the potential to be an "Oakley for families". Ray Culbertson commented that it would be great if a billboard could be visible to jammed-up traffic on I-75 that read, "If you lived in St. Bernard, you'd be home right now."

St. Bernard Marketing Committee

Agenda – 2/7/2018 6:00 PM Centennial Hall

1. External Committee Updates
 - a. St. Bernard Village Council – Kelly
 - b. CIC – Chris
2. Project Updates & Tasks for Next Month
 - a. Media contact list
 - i. Reviewed, revised, and updated Jacob’s list (on the Google drive)
 - ii. Need to check for a St. Bernard press release template (or create one if necessary)
 - b. Email newsletter
 - i. Evaluated two vendors
 - ii. Constant Contact
 1. No free tier
 - iii. Mail Chimp
 1. Free up to 2,000 subscribers and 12,000 emails a month
 2. Allows for multiple users with different access levels
 - c. Walking and fitness trails
 - i. Websites to promote running and walking routes
 1. <https://www.mapmyrun.com> (0)
 2. <https://www.walkjogrun.net> (0)
 3. <https://onthegomap.com> (no registry)
 4. <https://runkeeper.com> (4+)
 5. <https://www.mapmywalk.com> (0)
 6. <https://www.plotaroute.com> (1)
 7. <https://www.mapwalk.com> (no registry)
 - ii. Grants, groups, and other information
 1. CROWN
 2. America Walks
 3. ODNR – <http://realestate.ohiodnr.gov/outdoor-recreation-facility-grants>
 - d. RFP/Applications for CIC properties
 - i. Hamilton County Land Bank forms
 - e. Website improvements
 - i. January review (About & Government sections)
 1. (Almost) All good (links, content, navigation, documents)
 2. Relected officials need updated expiration dates (Ungruhe, Bedinghaus, Kalb, Ray Culbertson, Chastain)
3. Other Business

Next Meeting: March 7th at 6:00 PM in Centennial Hall

Chris Sauer

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Small Scale Grants Fund Walkable Communities Across America

February 2, 2018 by [America Walks](#)

[America Walks](#) is a nonprofit helping communities across the country become more walkable. We're fans of their work and today we're highlighting one of their recent projects.

Towns in over 20 states (in blue) received Community Change Grants from America Walks this year.

At America Walks, we regularly see the passion, creativity, and dedication of local community change agents across the US who are working to build more walkable places.

One of our more popular programs, our [Community Change Grant program](#) which awards small funds to community organizations, city officials, and other walking champions to help realize the creative projects they believe will get their communities back on their feet, helps us to catalyze grassroots efforts that make walkability a reality. These projects highlight local innovations that we can share with our network to offer examples of success and actions that can inspire.

The grant program was originally started as a means to support local walking champions to engage and implement the [US Surgeon General's Call to Action on Walking and Walkable Communities](#) recommendations. During the three years we've run the program, we have received over 2,000 applications from local groups and have increased the number of partners supporting these small funds that are making big changes for communities.

The projects represent a wide variety of interventions and programs that can support walking and walkability. We have funded a mural in [Opelousas, LA](#) and the first crosswalk in Burke, SD. Other grantees have established programs to use walking as a means to build relationships across generations, such as [the group from Hawaii](#) who lead inter-generational photo walks that explore their community's history and culture.

Some of this year's grantees include:

- The Ellsworth Garden Club in Ellsworth, Maine, which plans to build a walkway connecting an elementary school, a residential neighborhood and lakefront green space with the grounds of the city library as well as restaurants, businesses and offices on the main street.

- The City of High Point, North Carolina, which plans to use their grant to fund the creation of maps identifying safe, walkable routes for residents in their community.
- KC Healthy Kids in Kansas City, Kansas who will use their grant to support "The Walking Detective" where kids can conduct walking audits to find clues and collect evidence to evaluate sidewalks, crosswalks, traffic, safety, and amenities like parks and benches. They will build a case report to show city officials what things need to be improved.
- The City of Mulberry, Arkansas, which will install solar lights at a local park to encourage use of its trails and ensure that the park feels safe at all hours.

As we continue to expand the program, America Walks has partnered with the National Center on Health, Physical Activity and Disability to offer a subsection of grants focused on expanding walking and walkability for people with disabilities. The work of [Access Portsmouth and their continued success](#) is an example of how relatively small funds can help to start and grow programs that have invaluable impacts on the health of a community. America Walks and our partners are excited to see what the recently-awarded class of grantees tackles as they start their projects in early 2018.

This program is a reminder that providing small funds that support grassroots efforts aimed at empowering communities to create more safe, accessible and enjoyable places to walk and be physically active can be the start of changes that improve the health of the entire community. It's also a reminder that changes to create walkable communities don't always need to be huge undertakings.

Every community member has the power to help get their community on the walking path. Consider these steps:

- Gather a group of friends, family, or neighbors to do a [Walking Audit](#) to identify changes that need to be made in your community
- Stay active with our youngest community members by starting a [Walking School Bus](#)
- Improve your own advocacy skills by taking part in our Walking College. [Applications are open until February 28.](#)

Interconnected trails network to provide alternate means of transportation for region

Allison Smith Cohen | Tuesday, September 26, 2017

Writer Allison Smith Cohen's dog, Ghost, shows off a CROWN sign along an existing portion of the network near Columbia-Tusculum.

Allison Smith Cohen

What if there was a healthy, affordable, environmentally-friendly way to get to work? What if you could skip the headache of traffic every morning?

[CROWN](#), formally known as the [Cincinnati Riding or Walking Network](#), is a series of trails that loops and connects Cincinnati's existing biking and walking trails. [Interact for Health](#) funds the promotion of CROWN, highlighting the collaboration of nonprofit, government agencies and transportation organizations to expand and promote the trail network.

Wade Johnston is the director of [Tri-State Trails](#), a Green Umbrella initiative that's committed to connecting and expanding the region's trail system. Tri-State Trails is one of the many organizations working to make CROWN a reality. Johnston says that CROWN will connect neighborhoods, taking us back to the basics of transportation and recreation.

“What better way to connect neighborhoods than to connect trails?” he asks.

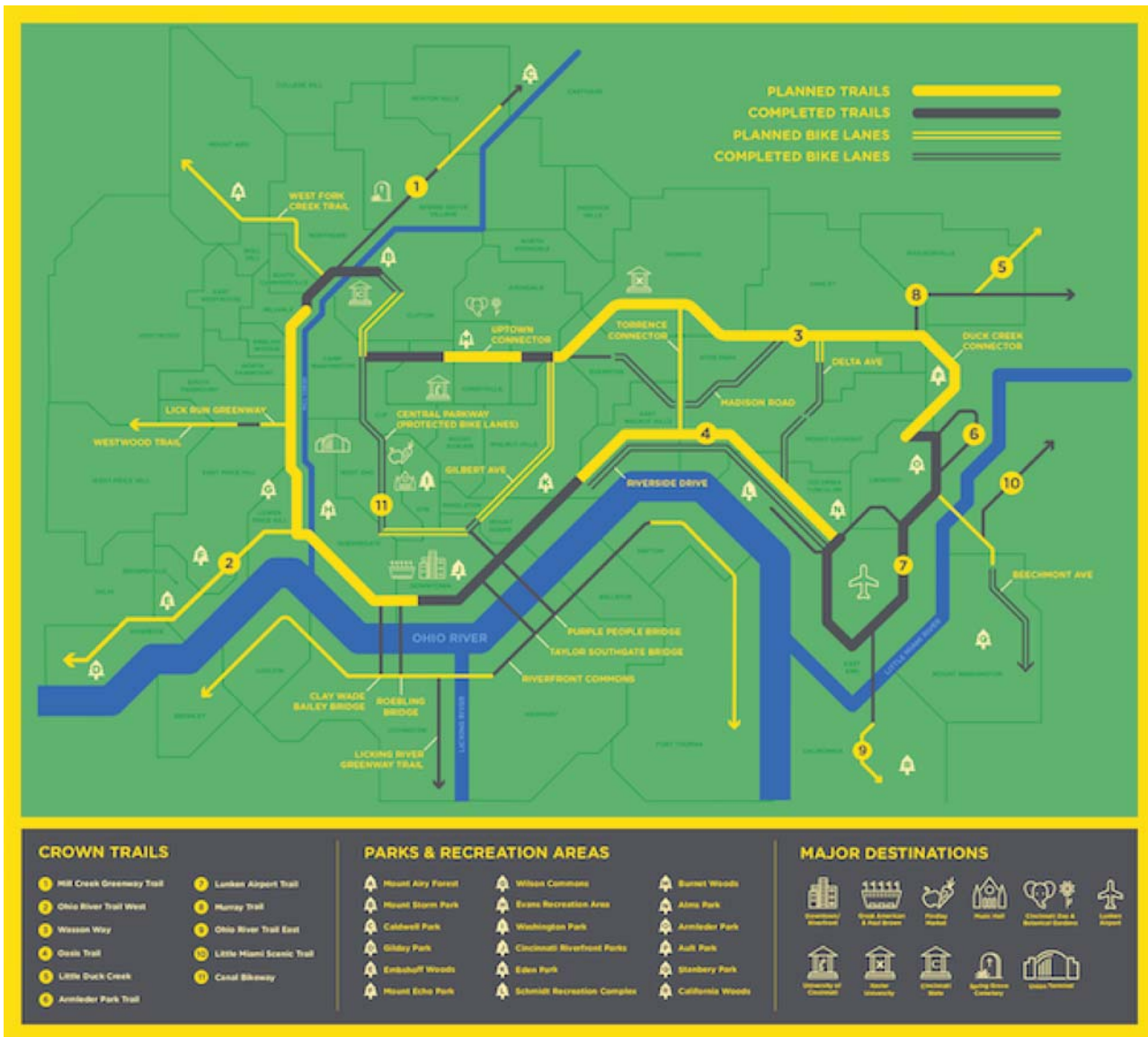
The CROWN network also keeps us competitive with similar efforts happening in Louisville, Columbus and Cleveland, which are also building ways to actively transport their citizens to their destinations.

The CROWN is founded on five pillars of benefits to our city:

- Active transportation: “Forty percent of car rides in an urban environment are trips that are two miles or less,” says Frank Henson, the chair for Tri-State Trails. The idea is to get people safely between destinations without a car.
- Economic development: “There’s already evidence that trails increase property values,” Johnston says, pointing out the examples of development happening along the Little Miami Trail.
- Public health: “Ohio and Kentucky are near the bottom of public health rankings for cardiovascular disease and diabetes,” says Johnston. “If we can make it an easy choice to bike or walk every day, it can reduce healthcare costs collectively.”
- Transportation equity: Providing biking or walking options to impoverished areas can provide additional connectivity to people who don’t have access to a car.
- Environmental sustainability: “We have some of the worst air quality here in Cincinnati and fumes from cars contribute to that,” Johnston says. Walking and biking will have the added benefit of improving air quality and lowering the instances of pulmonary diseases.

The work for the CROWN network is ongoing, with 48 miles of the 104-mile network already built. The vision is to have the entire network completed in 5-10 years.

Meanwhile, citizens can enjoy the portions of the CROWN that already exist (check out the map below).



"It's very appropriate for the Queen City to have a CROWN," Johnston adds.