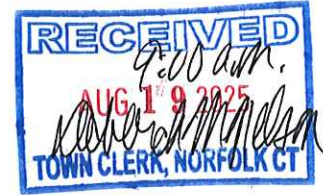


Friends of the Meadow
August 5, 2025 at 6:00 pm
Town Hall
Meeting Minutes



Attending: Molly Ackerly, Libby Borden, Mark Burke, George Cronin, Doreen Kelly, Paul Madore
Absent: Martyn Banks
Guest: Paul Padua

Libby called the meeting to order at 6:03 pm.

The minutes of the July meeting were unanimously approved.

In its August 1 issue Norfolk Now featured an article about the City Meadow. The Sidewalk Sunday event was quiet. The committee agreed that the Meadow needs a social media presence.

Progress has been slow this summer. George and Libby will push for more activity in the fall.

George and Libby met with John Batten whose broad vision for the Meadow was inspiring. Notes are attached.

George and Libby

John Batten's Notes

1. Vision. The meadow's purpose and community benefit needs to be captured in an over-arching vision of the value it adds to Norfolk. It is a multi-purpose green oasis that has unique habitat and environmental attributes.
2. Accessibility. The meadow's access is complicated by multiple elevations, entrance points and the lack of guidance on how and in what way, to best experience/understand the meadow's many dimensions.
3. Signage. The meadow is a secret with no visible indication of it's whereabouts, its story, its community intent/benefit and how to best experience it. Removing or re-purposing the pizza store with a visitor center is highly recommended to raise the meadow's profile and improve access.
4. Target Audiences. There is a degree of civic pride and ecological purpose that Norfolk is preserving a natural meadow in its town center. To whom do we want to share it with and why? Multiple target audiences are preferable and each will have their unique reasons for exploring.
5. Connections. Is the meadow a town main attraction; a primary portal into our town's experience of living with nature and embracing biodiversity? Is it a stand alone attraction or a portal into what else we have to offer as a town that protects and values its biodiversity (hiking trails, etc)?
6. Activation. The meadow needs a concise activation plan to take all the above and layout a methodology to capture and share the full town-meadow experience. The meadow is a unique experiment of how humans should co-exist with birds, pollinators, wildflowers, runoff, etc.