



BROOKDALE
PARK
CONSERVANCY

PRESENTED TO:

Joseph N. DiViacente, Jr.
September 25, 2008



PARTNERSHIP

Essex County Park System and the Brookdale Park Conservancy



BPC HISTORY

- Founded: November 2007
- Articles of Incorporation: filed and accepted- April 1, 2008
- By-Laws: approved- March 2008; and amended- June 2008
- Tax Exempt Status: 501 (c)(3) Application submitted September, 2008

BPC ORGANIZATION

BOARD MEMBERS

- Chairman: Howard Falk
- Secretary: open
- Board Members at Large: Paul Cote, Pat Gilleran, and Nancy Iannace

TREASURER

Teri Gatto

BPC LIAISON TO ECPS

Vince Bailey and TBA



BPC ORGANIZATION

COMMITTEES:

Facilities: Jon Solomon

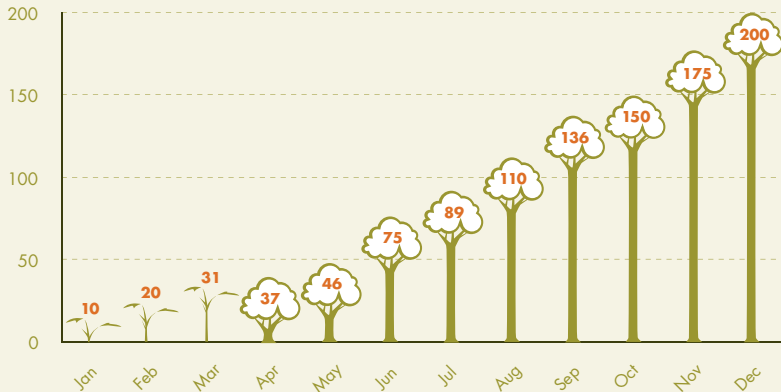
History: Mary Shaughnessy

Horticulture: Carolyn Burton

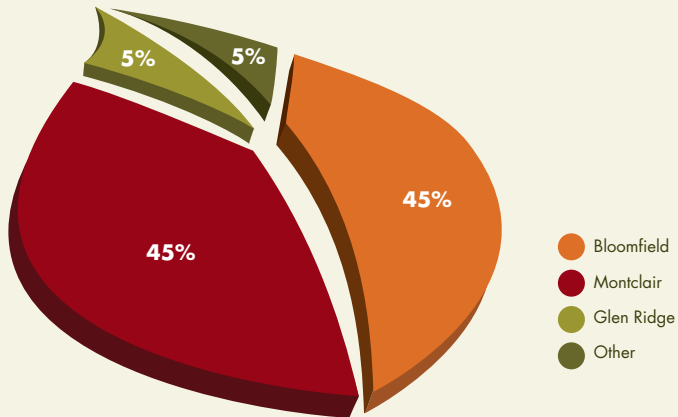
Marketing: Peter and Tina Gargiulo

BPC MEMBERSHIP

200 Members in 2008, and growing!



BPC MEMBERSHIP



BPC FUNDING

SOURCES:

- Community & corporate donations
- Grants
- Membership dues

ACTIVITIES:

- Corporate campaign
- Gala Ball
- Presence at public events
- Sponsorship programs



BPC MISSION

PRESERVE the 121 acre Brookdale Park, a park in the Essex County Park System (ECPS) in the State of New Jersey, by maintaining and improving its trails, infrastructure, ecology and landscaping so that it respects the original Olmsted design, and so that this unique Essex County resource can continue to provide natural beauty and lasting value to the residents of northern New Jersey; and,



BPC MISSION

PROMOTE the wise use of the Park and environmental awareness through activities, educational programs and public service efforts, including advising local government agencies and representing public opinion to them; and,

BPC MISSION

MAINTAIN moderate and balanced use of the Park for community, family, charity, recreational, sports and other appropriate activities; and,

BPC MISSION

PARTNER with the Essex County Park System, community groups, and allied organizations in support of the Mission.

PARTNERSHP, DEFINED

- The BPC and the Essex County Parks System work together to make Brookdale Park a greener, cleaner, safer place for all to enjoy
- The BPC and ECPS become partners in the planning process for Brookdale Park projects



MARKETING COMMUNICATIONS

GOAL: Increase awareness, membership, funding and participation in BPC activities

- Advertising: local/regional electronic and print media
- Events and park educational activities
- Fundraising
- Literature: Promotional and educational material
- Public and community relations
- Volunteer recruitment and management
- Website: Mission, news, history, links

HORTICULTURE COMMITTEE PRIORITIES

(Details and complete list in handout)

Technical support liaison through BPC, including expert advice from a qualified arborist and other horticultural professionals.

HORTICULTURE COMMITTEE PRIORITIES

Maintenance:
to enhance public safety



HORTICULTURE COMMITTEE PRIORITIES

Clean up:
key areas, using County
resources and BPC
Volunteer Program



HORTICULTURE COMMITTEE PRIORITIES

New trees:
to replace those lost in
the micro-burst



HORTICULTURE COMMITTEE VOLUNTEER DAY PROPOSAL

- Date: October 25 (rain date: November 1)
- Volunteers: 20-30 from local towns
- Mission: Clean up/removal of overgrown shrubs and saplings from Park side of the berm running from the Bellevue Avenue entrance up to the Parcourse Circuit station.
- Next Steps:
 - Approval to perform the volunteer work
 - Coordination with County regarding details

FACILITIES COMMITTEE PRIORITIES

(Details and complete list in handout)

Bridge at Ridgewood Ave: fix the railing



FACILITIES COMMITTEE PRIORITIES

Crosswalks: create a safer environment for walking and running by adding Yield to Pedestrian, Speed Limit and No U-turn signs, and fresh crosswalk paint



FACILITIES COMMITTEE PRIORITIES

Handicap parking spots:
in the upper stadium
parking lot

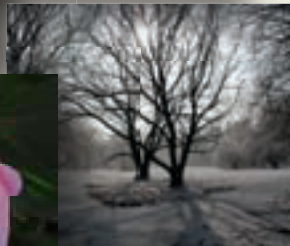
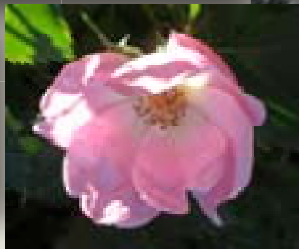


FACILITIES COMMITTEE PRIORITIES

Fence: remove the
'partial' fence around the
children's playground



BROOKDALE PARK



BROOKDALE PARK
CONSTITUENT



THANK YOU!



BROOKDALE PARK
UNIVERSITY OF CALIFORNIA

