

Salem SWAG Meeting Minutes

Saturday 4/1/2023, 10:00 am

Salem Maritime NHS (relocated to Lulu's Bakery at 10:10 am)

3 attendees (Erin, Aria, Josh)

Key Points

- Community event 6/3
- Bimonthly meetings
- Email list is available

Housekeeping

Next meeting will be **Saturday, June 3, 2023**. This will likely be a public outreach event instead of a member meeting (see below). We will aim for bimonthly meetings to delegate tasks. We would like to keep meetings downtown, outdoors if possible, though it is difficult to find sheltered outdoor space in the downtown area. The Common gazebo is one place we've identified. Other options are welcome.

Please join the email list <http://bit.ly/SWAG-Emails> (case-sensitive, this link OK to share). We will continue discussion and action items there.

We will cross-promote to /r/SalemMA (Josh) and Salem Friends Discord (Aria)

Future meetings: would like to start each by asking members if there are any pressing safety and infrastructure concerns and reinforce SeeClickFix for new members as a place to start.

Safety and Infrastructure Concerns

We were able to identify and quickly fix the Washington & Derby crosswalk signal at the January meeting (thank you, Meg Stott, for escalating!)

Today we identified that lane lines & crosswalk painting especially on Derby & New Derby are a priority for safety. Drivers who struggle to figure out where they should be are paying less attention to pedestrians!

Ideas for Events & Visibility

- **Crosswalk-accenting demonstrations with signs**, bright T-shirts or pinnies, noisemakers, etc. to alert drivers of selected crosswalks during peak travel hours, perhaps on a monthly recurring basis, rotating locations, for example: <https://youtu.be/-H-hJYgx9Iq>.

We would like to go a little higher-brow than in the video with printed (reusable) signs, uniform T-shirts, etc. This may require reaching out to other organizations for money or support.

ET has experience with T-shirt procurement from other orgs and can initiate that. Current plan is for poison/high viz green, possibly with reflective elements depending on cost, and a "medium witchy" theme.

- **Crossing Queens**: we could hire or partner with local drag queen personalities to act as informal crossing guards on busy weekends and engage the community. Targeting the Essex & Washington, and/or Washington & Bridge intersections would be high value and make it impossible to miss.
- **Bike parties**
 - We can coordinate with Salem Bicycling and Shared Path Advisory Committee (the city committee; they have monthly meetings and a hybrid format)

- Josh will look into upcoming informal bike parties. Salem Bike Party is usually monthly on the last Friday of the month, organized by someone who is outside of Salem and has not been planned yet for this year, and may require some initiative from someone local.
- **Pedestrian Safety Awareness Day** (see below, this was the focus of discussion)

Citywide Pedestrian Safety Awareness Day

Proposed date **Saturday, June 3, 2023** (Time TBD, possibly noon) rain or shine

Preferred location **Lappin Park**

ET will reach out to the city to see if we can set up a few tables in Lappin Park that weekend. It's the same weekend as Salem Arts Festival which shouldn't be prohibitive and may increase exposure.

Tentative plan:

- Set up tables in the park and a crosswalk-accenting demonstration at Essex & Washington.
- We will need to involve other community groups and agencies:
 - Salem PD
 - Salem Commission on Disabilities (David Moisan)
 - Salem Bicycling/Shared Path Advisory Committee (via Josh)
 - City Hall - reach out to chief of staff (Chris Sicuranza) via Brooke
 - Salem News - Dustin Luca (via ET)
- Supplies needed:
 - tables (Aria)
 - bullhorn (Josh)
 - T-shirts (Erin)
 - Printed flyers, signs, and/or other media (details TBD)
 - "Fishbowl"-type display to collect public comments - provide pens/paper
- Fundraising / donations table
- Possibly invite the new mayor: Election will be 5/16/2023
- Alternate location **Salem Common**, and either use gazebo and/or set up tables, and target a crosswalk around the common for a demonstration.

With this initial event at the beginning of summer, we can ride the momentum through summer to conduct monthly demonstrations and events.

Action Items

- type (Erin) and edit (Aria) meeting minutes for distribution to email list
- contact city & Salem News regarding Lappin Park for 6/3/2023 (Erin) ASAP
- Share minutes and plan for 6/3 event
 - to Reddit (Josh)
 - to Discord (Aria)
- Obtain upcoming bike party event dates, share (Josh)
- Obtain tables (Aria) for 6/3 event
- See about shirts (Erin) for 6/3 event