

Annual Meeting Report

SATURDAY, JULY 31, 2010

David Rocco - Keynote Speaker



David Rocco, a self-described "dedicated volunteer" played a key role in raising the funds for the Walkway over the Hudson, an old railroad bridge over the Hudson River in Poughkeepsie, NY (www.walkway.org).

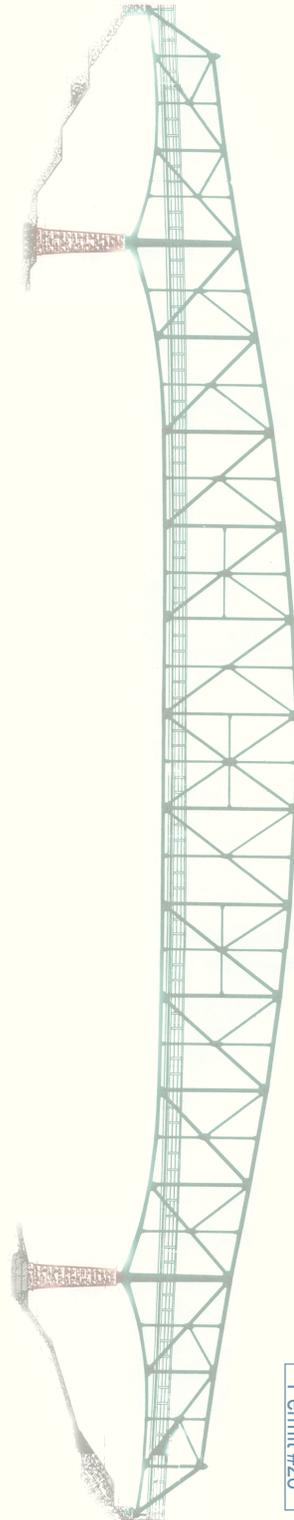
In his talk at this year's Friends of Schell Bridge annual meeting he described some of the techniques he uses, and told a number of stories about his contacts with various funding sources.

Among his observations are: (1) it is important to broaden the membership and have a diverse and evolving board of directors; (2) things tend to move slowly at first (it took 15 years for the Walkway) but when funding starts to come in the flood gates open and things progress very rapidly. In short, build and persevere.



Familiar faces - Sue, Jenny, and Carol

Vision: A beautifully-restored historic bridge across the Connecticut River that serves both as a premier recreational link for a network of hiking and biking trails in the tri-state region and as a centerpiece for a series of linked riverfront parks for Northfield and area residents.



FRIENDS OF SCHELL BRIDGE
P.O. BOX 27
NORTHFIELD, MA 01360

Nonprofit
U.S. Postage
PAID
Northfield, MA
Permit #28

New Directors

Members of the board of directors elected at this meeting are:

- Marie Ferré - re-elected to a new term
- Carol Lebo - re-elected to a new term
- Barbara Richardson - new board member
(see story on reverse side)

Don Simms - new board member
Don is a construction project manager with extensive product design experience. Don and his wife Magda Ponce live in Northfield.



The current board of directors:

Craig Della Penna, Marie Ferré (chair), Carol Lebo, Stephen Martin, Joanne McGee, Barbara Richardson (secretary), Susan Ross (vice chair), Don Simms, Janice Starmer, Alexander Stewart, Steven/Heather Tower, and Jean Wagener.



New faces - Jean, Jeanne, and Richard

Friends of Schell Bridge Membership Form
memberships and donations are tax-deductible

Name _____ Preservation Patron .. \$500 and up

Address _____ Schell Star \$250-499

City, State _____ Schell Saver \$100-249

Zip _____ Phone _____ Bridge Booster \$50

Email _____ Family \$25

Individual \$15

I prefer to receive news and alerts via email. Other

I would like to volunteer to help save Schell Bridge.

Mail to: Friends of Schell Bridge, P.O. Box 27, Northfield, MA 01360

FSB is a nonprofit 501(c)3 corporation
for more information
visit www.schellbridge.org or call 413-498-4364



Hats off to Barb Richardson!

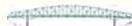
Anyone who has ever worked with Barb in the 38 years she has lived in Northfield knows that she deserves recognition for her work ethic. As a librarian at NMH she served many roles, including that of director.

Now retired, Barb has become a talented and dependable volunteer whether she's filming town meetings, clearing trails for the AMC, or taking notes at Friends of Schell Bridge meetings. This year, in addition to her duties as secretary, Barb has served as chair of the Events Committee, overseeing the success of events such as the Soup & Song Supper, the Tag Sale, the Gill Tavern event, the Schell Bike Ride and others. Barb is a quiet and thoughtful leader—the best kind of person to work with. FSB could use more volunteers with her dedication and drive!



Live Auction! Saturday, Oct 23, 4-6pm

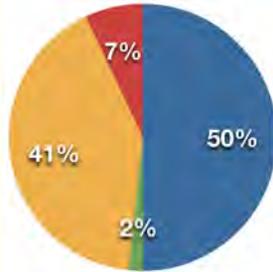
Take a break from fall chores and join the fun of bidding at an ole' Yankee auction. Michael Humphries presides with crowd pleasing humor. Items to be auctioned include merchandise from local merchants and regional businesses and a variety of goods and services. How about a golf lesson, dinner at the Gill Tavern, an antique or collectible? A complete list of items will be posted around town. Food and drink will be available for sale. There is plenty of free parking - **Green Trees Gallery**. The "Friends" are accepting donated items and services so think about ways in which you can help make this a successful fundraiser. Contact Barbara 413-498-5931.



Financial Report

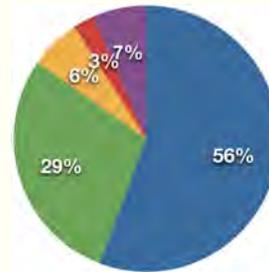
The Friends of Schell Bridge finances, as reported at the annual meeting, are as follows. This report covers the year from mid-2009 to mid-2010.

Operating Income (\$5741)



- Membership
- Contributions
- Net from Benefit Events
- Net from Sale of Goods

Operating Expenses (\$4951)



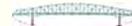
- Professional Fees
- Office Expense
- Cost of Postage
- Cost of Printing
- Organizational Expense

The current balance in the operating fund is approximately \$1100.

The Professional Fee expense item is for various consulting services, from time to time, such as graphic design, fundraising advice, and executive director services. Most of that 56% over the past year, was due to executive director costs. A reshuffling occurred last February in which increased volunteer committee work replaced paid executive services, so the nature and percentage of Professional Fees costs will change over the coming year.

Funds are currently being raised for the Economic Impact Study to be done in 2010. This study will assess the likely economic impact on Northfield and the tri-state area as a result of restoring the bridge for recreational use. As of the annual meeting, \$8325 had been raised. (So far quotes have ranged from \$8000 to \$20,000 for the study cost.)

In 2011 the plan is to conduct a Professional Bridge Restoration Assessment, an engineering assessment of the various technical options for restoration and the approximate cost of each option. While serious fundraising efforts have not yet begun for this activity, \$4295 has been raised for it so far, of the roughly \$60,000 that is expected to be needed.



Fundraising Committee Report

Friends of Schell Bridge completed its most successful fundraising year yet. With contributions from the Board and a sprinkling of other friends, \$8,325 is in hand for an Economic Impact Study and \$4,295 toward a Professional Bridge Restoration Assessment.

A widespread membership drive is in progress. As FSB meets its goal of doubling membership this year, wider efforts to raise specific funds for both studies will commence.

FSB is excited about the opportunities that are opening for Northfield and the tri-state region. The Schell is an important link for the revitalization that many imagine.

Your help is essential: keep a current membership, contribute additionally to the studies, volunteer to help with the many details involved in these fundraising efforts. Thank you.



Website Makeover

Check out the newly overhauled Schell Bridge website, www.schellbridge.org. Among the usual information such as bridge history and photos, you'll find:

- a calendar of public events
- links to the strategic and tactical plans
- several ways of supporting FSB

