

New Lebanon Playground Committee Meeting

6/4/2024, 6:30pm

In Attendance: Stacey, Paul, Hannah, Beth, Courtney, Alia (remotely via Zoom)

Guests: Olenka Villareal, Elaine Captain – Magical Bridge Foundation (remotely via Zoom)

Minutes taken by Hannah in Tistrya's absence

Magical Bridge

The first portion of meeting was with Olenka (Founder) and Elaine (Operations Manager) from Magical Bridge Foundation via zoom.

Olenka asked several questions about the physical space for the playground. The committee shared the master plan map and indicated that aspects of the plan were flexible. Based on the information given, Olenka indicated that our playground (~0.25 acre space) would be what they call “school playground size”.

Olenka described the features of a universal playground as needing to cater to 5 categories of play. We should take this into account as we design and select equipment.

- Swinging
- Spinning
- Climbing
- Tactile
- Respite

It was also mentioned that we should also consider the needs of parents, caregivers, and other adults with mobility challenges who may be using the playground.

Elaine gave an overview of how organizations engage with Magical Bridge in designing and building their playgrounds. Magical bridge has provided documentation with an overview of their consulting and licensing agreement. An initial “Phase one Agreement” with Magical bridge typically includes:

- Community Outreach assistance (educating the community about the playground, getting feedback)
- Fundraising assistance
- Design concept plan and visuals/mockups to use in marketing and fundraising, as well as landscape architecture design assistance.

We asked about the design portion of the agreement specifically (as we would likely have the rest covered), and she indicated that the cost would be approximately \$30k-\$40k.

Magical Bridge has shared a copy of the Phase One Agreement and License Agreement with the committee via email.

The committee asked if Magical Bridge had worked with any other east coast organizations and they indicated that they are in the early stages of working with the Maryland Zoo in Baltimore, but do not have any other east coast business at this time.

The committee closed the Magical Bridge portion of the meeting at 7:00pm and Olenka and Elaine departed the meeting.

Magical Bridge Committee De-Brief

The team de-briefed on the Magical Bridge portion of the meeting and had some comments and concerns:

- Design Consulting cost is high at \$30k-40k
- Concern that the agreements may be restrictive, especially around licensing. We were unclear how much of the playground would be “branded” a Magical Bridge playground and how that may create restrictions around the design, as well as what may be possible in future iterations or additions.
- Concern that the Magical Bridge staff does not understand the operations and culture of our community, given their experience in more suburban and affluent areas of the country.

Copies of Magical Bridge’s agreements were requested and will be reviewed by the committee.

Fundraising Database

Hannah shared with the committee a database that would be used to manage the fundraising activities (solicitations, notes, donation amounts) for the playground. It has been pre-populated with the information for business appearing in the New Lebanon Business Directory. The database is located on Google Drive and can be accessed [using this link](#).

Editing of the database is restricted to prevent loss of information. Instead, changes can be made to the database using two forms:

- Add A Business/Org Form: Add a Business or Organization to our Fundraising Database
- Fundraising Update Form: Document a Request, Solicitation, or Donation Completed with a Business or Organization

The committee will work with this database and document fundraising progress as follows (Relevant documents linked):

1. In the [Fundraising database](#), fill out your name the first column (highlighted, the only field that can be edited) to sign up to be the contact for a specific business or organization.
2. To add or edit contact information for a business or organization in the database, use the [Add a Business/Org Form](#)
3. Once you reach out to the business or organization, document the outcome using the [Fundraising Update Form](#) to Document a Request, Solicitation, or Donation Completed with a Business or Organization form

Any questions, updates, or issues with these documents can be directed to Hannah for troubleshooting or update.

The committee elected to hold off on contacting businesses for fundraising until we had the chance to review the materials and agreements from Magical Bridge. Our concern was that the agreements may dictate the way we talk about the playground if we are to work with Magical Bridge. We wanted to ensure that any licensing requirements and conditions of agreement were nailed down (should we engage in any agreement with Magical Bridge, before proceeding to the next step.

Next Meeting: The next meeting is scheduled for Tuesday, July 2nd at 6:30pm. Given that this is a holiday week, some members are unable to attend. The committee determined that we may need to reschedule if there is not a quorum of members able to attend.

Motion to adjourn was raised by Beth and Seconded by Courtney. All voted in favor and the meeting was adjourned at 7:45pm.