

Board Members Present: Karen Malkus-Benjamin, John Keith, Rick Kuzman , Gwen Pelletier, Dawn Walnut.
Communications member present: Judy Pirani

Minutes for the June 7, 2015, meeting approved unanimously.

MONTHLY REPORTS

- TREASURER'S REPORT

Tony submitted reports showing the following:

- ❖ Balance Sheet: Current Balance of \$2,363.58
- ❖ Profit & Loss for 2015: Income of \$2070, Expenses of \$1556.36,
Net 2015 profit of \$513.64

Tony also reported that he had responded to the request from NY Community Trust and that a grant of \$1,000 is pending from the Trust.

He also reported that income from the mass mailing, at this time, is \$1,937.00

- MEMBERSHIP----Rick

Rick had emailed Board members an outline of the membership form discussed at the previous meeting. The Board made the following decisions:

- ❖ Membership categories and fees: student, free; individual \$25; household \$50; business \$150. Business members will have the opportunity to provide a link from our website to their business. Members will receive the BPC electronic newsletter and notices of all workshops.
- ❖ Donation categories for members making an additional donation:
Supporter \$150; Sponsor \$250; Patron \$500
 - ✓ Supporters will receive a BPC Decal; Sponsors -- a BPC t-shirt and decal;
 - Patrons -- a BPC hat and decal.
- ❖ Prior to Brewster Conservation Day on July 11, Rick, Konrad, and Dawn will create a new membership brochure using this information and get it printed for distribution from our display that day.

- Education -----Karen and Dawn

They presented the following outline of activities:

- ❖ July 11. We will be at Brewster Conservation Day at Drummer Boy Park
 - ✓ 8:30 AM to 2:30 PM
 - ✓ Karen will manage the FLUSH YOUR KID activity
 - ✓ Display and Membership table will include the Map showing Water Quality of Ponds, our introductory slide show, information about the PALS program, membership information.
- ❖ August. No event
- ❖ September. Participate in the Orleans CELEBRATE OUR WATERS weekend with a display in their tent at Depot Square
- ❖ Winter possibilities include artists and history of ponds. Dawn suggested something similar to a display at the Orleans Library "Above and Below Ponds".
- ❖ Annual Meeting in October or November

- Communications---Konrad and Judy Pirani

Konrad welcomed Judy Pirani to the meeting and as a new member of the Communication Committee along with Lee Cornelison.

He reported the following:

- ❖ Summer newsletter went out July 1.
- ❖ Videotapes of three programs taped are on website..
- ❖ Press releases out for our participation in Brewster Conservation Day
- ❖ Communications Committee met with discussions focusing on need to build BPC membership and committees, changes in website platform that will facilitate viewing it on handheld devices, changes in front page of website to be consistent with strategic plan and goals.
- ❖ He and Judy Pirani attended a workshop entitled “More than a Message”; Konrad asked Judy to describe. Judy shared the following high points:
 - ✓ Determine target audience; let that feed the media plan
 - ✓ Be flexible. Don’t be afraid to “test” approaches and change
 - ✓ Be on target/specific with your message.
- ❖ Brewster Conservation Trust is interested in a supportive relationship between our two organizations, recognizing that we are not in a financial position to provide donations for land purchases.

During the conversation about the Brewster Conservation Trust, on a motion by Konrad, seconded by John, the Board voted unanimously “To support Brewster Conservation Trust in their acquisition activities related to ponds.”

- UPDATE ON PROJECTS

- ❖ Blueberry and Salls Pond. John Keith met with members of these two Pond Associations on July 6 and discussed with them three primary topics: **Health of Ponds, What Can Be Done to Improve the Ponds, and The Impact of Proposed Regulations to Control Nutrient Inflow to Ponds.** Konrad helped arrange the meeting, but unfortunately was out of town the date of the meeting. He said feedback he had gotten was that folks like the practical approach. There were 18 people present; the discussion was targeted to the issues. Dawn Walnut also attended and said that the people were engaged in the discussion. Board members agreed that this was a good outreach effort. John agreed to extend this effort and to work with Tom Vautin to arrange future meetings with other pond associations. Dawn suggested that we might put a video on the website to generate requests from other associations.
- ❖ John reported that Ryan Burch expected to hear in the near future if the Americorps position for which we provided him an outline of work on ponds, would be approved. If the position is approved, we will need to develop an action plan for the person. We discussed having the person develop a “framework” as a guide for individuals or associations proposing or planning work in or around a pond to help prevent or improve impairment. He suggested that it would be helpful if we have a subcommittee to work on this.

Strategic Plan Discussion, continued from last month’s meeting

ACTIONS

2 Minutes BPC, July 2, 2015

Karen challenged us to develop actions that answer the question, “How will we protect and nurture Brewster Ponds?” Our discussion included these points;

- We will need both money and tools
- Initiation of flora and fauna studies of individual ponds
- Can those studies be done by abutters or must they be done by professionals
- We need the Conservation Committee to be “on board” with activities to study and improve ponds
- The Americorps position can assist with some actions
- Create a manual/guide for steps to take actions for improving health of pond
- Develop a manual for teachers, work with them to see how it fits within the curriculum
- Use a “go pro camera” for pond pictures.
- Create BPC subcommittee to work with Ryan Burch for Americorps position, “Americorps Coordinating Committee” to create an oversight and management plan. John and Gwen volunteered.
- Need to recruit 9th Board member and additional committee members.
- Fundraising

TRIAGE

Karen asked us to think of our next three priorities and development of an action plan for the next three and six months. The discussion led to development of this list:

- Follow-up and become engaged with discussions of regulatory proposals by Town staff, committees, and boards.
- Become engaged with the Comprehensive Water Planning Committee
- Recruit a new Board Member. We requested that Konrad explore the position with members of the Communication Committee whom he thinks appropriate to fill the position with an eye to the skills already on the board.
- Create the “Americorps Coordination Committee”.
- Develop a partnership with the Brewster Conservation Trust
- Clarify and coordinate our Advocacy Efforts. Consider our relationship with Ryan Burch, DNR; Sue Leven, Town Planner, the Conservation Commission, and the Comprehensive Water Planning Committee.

NEXT MEETING: August 6, 2015 6 PM, Library

Submitted by,

Gwen Pelletier, Clerk