

Board Members Present: John Keith, Rick Kuzman, Tony Ortiz, Konrad Schultz, Gwen Pelletier, Dawn Walnut, Tom Vautin. Communications member present: Judy Pirani

In Karen's absence, VP John Keith presided over the meeting. Members wished Karen a speedy recovery from recent accident.

Minutes for the July 2, 2015, meeting approved unanimously.

## MONTHLY REPORTS

- CLERK'S REPORT

Gwen had no report. John asked about reports due. Tony has submitted Financial Reports as required to date. The Annual Report due the Commonwealth of Mass is due in November. Gwen and Tony will coordinate that report.

- TREASURER'S REPORT

Tony submitted reports showing the following:

- ❖ Additional donations this past month of \$2,450; these included two donations of \$1,000.
- ❖ Bank balance of \$4634.56
- ❖ Tony and Karen are coordinating thank you letters

In a discussion about Board members incurring expenses, Tony suggested that when we incur out of pocket expenses, and intend to consider it a donation, there are two ways to show that as expense/income for the Coalition. The board, by consensus, agreed.

- ❖ Submit documentation for the expense and indicate that you are donating it.
- ❖ Submit for reimbursement of the expense; then donate that amount as income.
- Tony also noted that he had kept copies of some of the newspaper articles about BPC participation in Brewster Conservation Day in July. The Board discussed keeping an archive of publicity. Dawn agreed to keep the archive. We should give her copies of articles we might have kept to date.

- MEMBERSHIP

Rick asked that we review how we are responding to new members and donors relative to the decal, hats and t-shirts. The following are decisions made or points discussed:

- ❖ We should order hats and have them available to send. Tom will confirm price for minimum order and let the Board know by email Consideration was being given to minimum order of 24 per box.
- ❖ Konrad had gotten samples and prices from two companies for decals. The Board approved the design and voted unanimously to authorize Konrad to expend up to \$200 for purchasing decals.
- ❖ Tony and Rick will work together to draft a "Welcome/thank you letter" to send with the mailing of the hat, decal, t-shirt.
- ❖ Relative to an annual appeal, the discussion was wide ranging with these conclusions:
  - ✓ Trying to reach pond front property owners, people who have already attended events, environmentalists---especially younger activists, recreational sports folks—swimming, boating, fishing,
  - ✓ Three different appeal letters: Thank you to current members, pond front property owners, local businesses
  - ✓ Two subgroups: Year round residents and summer residents

- ✓ Appeal letters should use a different approach for each group and all should include an insert outlining our goals and accomplishments to date
- ✓ Voted to schedule Annual meeting for Tuesday, October 13. Dawn will reserve the Library meeting room from 5:30 PM to 9:00 PM
- ✓ Invitations for Annual Meeting should go out by mid-September.
- ✓ Konrad and the Communications Committee will begin working on the invitation, the appeal letters, and a brief Annual Report, which will become the insert for the Annual Appeal. Konrad will schedule a special meeting of the Communications Committee within the next two weeks, inviting Board members to attend also, to begin work on these plans.

➤ **EDUCATION**

Dawn outlined the following:

- ❖ Brewster Conservation Day at Drummer Boy Park was successful. BPC had good placement with both our Information Table and with the FLUSH YOUR KID active display. Feedback was all positive
- ❖ August. No event
- ❖ September 18 & 19. Participate in the Orleans CELEBRATE OUR WATERS weekend with a display in their tent at Depot Square. At the September meeting, we will co-ordinate who will be able to attend the table. Display will include video, seed packets, literature, and the pond map.
- ❖ Dawn is still trying to reach the woman who had a program/display at the Orleans Library “Ponds Above and Below”

Karen and Dawn will begin brainstorming possible speakers for Annual Meeting in October.

➤ **COMMUNICATIONS**

Konrad and Judy Pirani reported the following:

- ❖ October Newsletter deadline September 18. During the discussion covered above, the Board determined that the October newsletter content should be the Annual Report for Annual meeting in October.
- ❖ New brochure was ready for Brewster Conservation Day. A small run of 100 was printed locally, but we should seek bids for the next run
- ❖ Good press coverage for BCP at Brewster Conservation Day.
- ❖ Judy has volunteered/offered to increase BCP presence on Facebook with more content and information. She will send an email to membership to recruit someone to talk about individual ponds and provide pictures.
- ❖ The website has been upgraded by the vendor and appears to be working well.
- ❖ New brochure is on Join/Donate page of website and includes a PayPal.
- ❖ Konrad is working on the section for student response and free membership

**OTHER DISCUSSION ITEMS**

➤ **AMERICORPS**

John reported that Brewster DNR has been awarded an Americorps position for the coming year and that Ryan Burch plans for the person to work on projects relative to ponds based on our submission. There is an Americorps welcome/orientation on September 30, to which we are invited; the member begins the position on October 1. With dedication of some of the Americorps member’s time to pond work, we should be able to make a major step in terms of substantial work. We need to establish our committee for coordinating with Ryan and the Americorps member and can plan for that for the September meeting agenda.

➤ **TOWN MEETING**

- ❖ Storm Water by-law. Konrad reported that Planner Sue Leven has said that this proposed by-law will not be ready for the upcoming Fall Special Town Meeting on September 2. The video of the Planning Board meeting of July 29, with discussion of the proposed by-law is now available at the Town's website. Sue encourages BPC to be involved with ongoing discussions about this proposed by-law.
- ❖ Special Town Meeting has been set for September 2 because of a petitioned article about beach maintenance. The Board of Selectmen are including other proposals in the Warrant for this town meeting, one involving improvements in the parking lot at Fisherman's Landing, Sheep Pond, to address storm water run-off. We acknowledged that there is a serious run off issue at that parking area and we should support it. There is a Conservation Commission scheduled for August 18 discussing the issue. If possible BPC Board members will attend the meeting. Konrad and Tom will check with Sue Leven to get more information and will share with the Board by email.
- **ENDORSEMENTS AND PUBLIC POLICY POSITIONS**  
Tom Vautin distributed copies of the Position paper approved by the Board on June 4, 2015. Copy attached to these minutes.
- **ACCEPTING DONATIONS FOR POND GROUPS**  
Members of the Elbow Pond Association have asked if BPC would consider accepting donations for their pond association under our tax exempt status. During a discussion, covering a range of positive and negative reasons for doing so, the Board agreed that we favor supporting individual pond associations. There was acknowledgement from members of the Board who have worked with and for other Nonprofit organizations that it is within the purview of a nonprofit to have "sub group" and/or specific programs for which donated funds are restricted to that group. If a group is attempting to take steps that prevent further impairment or help improve the quality of their pond, then they are doing work that supports our mission. John Keith announced that he is a member of Elbow Pond Association and would recuse himself from any specific discussion about Elbow Pond. The subsequent discussion involved developing a policy that would apply to any pond association or group. The funds contributed for a specific pond group would be set up in a special program fund and accounted for separately.

The policy to be developed will require that the Association making a request submit a proposal/request to BPC which will include the following:

- ❖ A statement that the use of the funds will be consistent with the BPC mission
- ❖ Responsible members of the association
- ❖ Concrete long term plans for the pond
- ❖ A specific proposition for the use of the funds
- ❖ That funds are for a specific active project, not for administrative costs
- ❖ That individual members of the association donating to the fund also become members of BPC
- ❖ This list is not necessarily all inclusive at this point. As we are developing the policy there may be additions.

John Keith offered to draft a policy for the Board's consideration. The Board indicated that Elbow Pond leadership who had made the request could be told that the Board responds favorably but the Board will develop a policy. Elbow Pond will then be able to make a formal proposal.

➤ **Strategic Plan**

At this point in the agenda, it was 8 PM and the meeting room was no longer available since the Library was closing.

There was a very brief discussion about events. We discussed the possibility of a “Bike to Ponds” event, which could be both a social and educational event. We agreed that it would take a significant amount of coordination to arrange such an event and that we would consider it for next summer.

NEXT MEETING: Thursday, September 10. 6 PM at the Library

Noting a number of personal conflicts, that the next scheduled Board Meeting would be the same week as Special Town Meeting, and that is just prior to Labor Day, we decided to reschedule the September Meeting from September 3 to September 10.

Submitted by,

Gwen Pelletier, Clerk