

Minutes, Brewster Ponds Coalition, August 1, 2019

Board members present: Susan Bridges, Marty Burke, Rob Condon, Nancy Ortiz, Gwen Pelletier, Judy Pirani, Sue Searles, Tom Vautin, Dawn Walnut.

Steve McKenna was present, invited to attend a Board meeting while he is considering invitation to join the Board.

Tom expressed the Board's appreciation for Dawn Walnut's participation as a founding Board member. Her contributions both visible and behind the scenes have been significant, sharing her thoughts, ideas, and suggestions. We will miss her thoughtful participation. She retires from the Board with this Annual Meeting next week.

All documents referenced are available upon request.

STANDING TOPICS

- ❖ Minutes of July 11, meeting were unanimously approved.
- ❖ Treasurer's Report
 - Financial Statements were not available; month ended only yesterday, not allowing time to complete. Will be available next month.
 - Tom submitted a "Treasurer's summary which was approved unanimously as presented.
 - Following expenditures were approved:
 - Brewster Baptist Church \$127.50 for Pond and Neighborhoods Summit
 - Compact of Conservation Trusts \$750.00, 2nd half year dues.
- ❖ Administrative Matters
 - There was a discussion relative to clarification of a donation through Pay Pal that was intended for the Elbow Pond Account. Tom will follow-up.
 - Further discussion to clarify thank you letters being sent to both BPC and Elbow Pond. Issue may relate to transfer from File Maker Pro to new CRM NEON. Issued resolved given that all email thank you notes went out to all.

CURRENT PRIORITIES

❖ Brewster Conservation Day

- Susan Bridges submitted a written report
 - Determined to be a successful event for BPC and overall for BCT
 - Report included observations and information for next year: Location, Equipment, Message Table, Volunteers, Publicity, and Follow-up
 - Two high points were “The Big Flush” with appropriate noise maker, thanks to Konrad , and display of the Town’s Weed Harvest for macrophyte removal.
- Tom and the full Board thanked Susan for her organization and management of BPC’s participation.

❖ Farmers Market Table

- Judy Pirani had coordinated BPC’s table and participation and reported that it went well
- Simple display and BPC members present to answer questions
- 10 new names. Excellent venue to meet new people and introduce to BPC
- Judy sent Thank you note to Historical Society for invitation to be present
- Suggestion that next year display include the “Pond Map”, updated if possible. Discussion indicated that responsibility of Town on pond issues. Item for BPC to consider encouraging. Current map developed by consultant working with Town.
- Could suggest to people to look at APCC online map
- Good annual event for BPC

❖ Party For the Ponds, Saturday, August 3. Konrad summarized

- 49 RSVPs, Cathering Diao hosting
- Police Department providing cones and vests for “parking attendants” at Fisherman’s Landing.
- Focus on grant for innovative septic systems. George Heufelder, Director of MA Alternative Septic System program, to speak about innovative septic systems
- Konrad to acknowledge and thank Diao’s and introduce George Heufelder.

❖ Annual Meeting, August 10

- Similar format to previous years
 - Breakfast buffet, business meeting with Power Point, Speaker
 - Konrad to bring Flat Screen TV with BPC video
 - Board members there by 8:30 am

- ❖ **Town of Brewster Draft Stormwater Plan: Copy in the file for this Board Meeting.**
 - Tom shared that the Town has released this draft document in accordance with a permit issued by the Environmental Protection Agency. He pointed out that there is almost no mention about ponds. This is an important opportunity for BPC relative to prevention and protection.
 - Tom will follow-up on the issue by asking DPW Director Patick Ellis and Planner Ryan Bennet for a meeting to discuss those issues.
 - BPC Google Docs STORM WATER MANAGEMENT file also has a copy of an outline relative to stormwater management done by John Keith when he was on the Board.
- ❖ **RIPPLES: Judy Pirani submitted an outline for publication of RIPPLES 2020**
 - Emphasis on planning ahead, begin working on by mid-September
 - Her outline included potential articles, “Call out boxes”, creation of production schedule, mailing and distribution plan
 - Discussion included
 - Articles on what we have done and looking to the future
 - Using quotes from students.
 - Shorter texts. Limit number of words
 - More photos
 - Report on UNH program, aerosol report?
- ❖ **Citizen Scientist Update: Marty and Gwen submitted a written report**
 - Report included information re increasing levels of cyanobacteria in the “Mill Ponds”--Upper, Lower, and Walkers. Also in Myricks
 - Other ponds have low to moderate levels.
 - Will continue monthly reporting through end of season
 - Coordinated with Nancy Leland for speaking at Annual Meeting.
 - Marty to check with Bryan Horsley re link of APCC interactive map to BPC website
 - APCC sending weekly results to all samplers.
- ❖ **Other Working Group progress reports**
 - Membership. Marty submitted written report with statistics
 - Discussion included following:
 - Donor retention is key to building membership
 - Follow-up calls important
 - Bumper stickers increase exposure
 - Important for Membership Committee and RIPPLES/Communication to coordinate
 - Final Membership numbers after annual meeting
 - New Donor numbers begin at that point

- Fundraising. Konrad and Susan
 - They are meeting with potential sponsors
 - Two last week: John O'Reilly and Agway Managers
 - Scheduled for next week: CC Five (Brewster branch), Ace Hardware, Brewster Book Store
 - Focus of meetings is getting to know each other and getting guidance from businesses for sponsorship from them
 - Partnership with business is 2 ways: What are the benefits to each of us.
 - Need to set up "prospect list" in CRM

- Communications: Judy Pirani. Written report submitted
 - Highlights of report:
 - Ready for Annual Meeting
 - Business cards ordered for new Board members
 - Prepping for next newsletter. Introduce new Board members
 - Still working on website redesign issue
 - Susan Bridges suggested to Board that BPC take advantage of display case available at library on the right as you enter. Available to non profits every other year. Possibility in August now. After lengthy discussion, board decided not to pursue now for August but to pursue for another year.

- Projects and Partnerships: Tom Vautin
 - Tom invited other Board members to join him in a meeting with Peter Lombardi, the new Town Administrator, on Friday, August 2. Purpose to introduce him to BPC.
 - Re Elbow Pond project. The Town and Friends of Elbow Pond have developed an agreement for FoEB to used Town's weed harvester. Will be presented to Select Board this coming Monday. Three part agreement, Town, FoEP, and BPC. BPC's involvement includes our support, restrictive account, and liability insurance through our policy. Tom had checked with insurance company re this.
 - Owl Pond. As follow-up to discussion at July BPC Board meeting of Robinwood Association request, Tom has invited their leadership to attend the BPC September Board meeting.

➤ CRM (Customer Relations Management)

Tom and Marty have continued to set up NEON and are fine tuning it.

Expectations are that in the fall it will be possible to link as appropriate with Fund Raising efforts

Submitted by, Gwen Pelletier, Secretary

Next Meeting, Sept 5, 2019