



**Marginal Way Committee Workshop Minutes**

Monday February 13, 2023

4 PM on Zoom

**A) Roll Call**

*Members Present:* Joan Griswold, *Chair*; Elaine Cooper, *Vice Chair*; Louesa Gillespie, *Member*; Susan Drisko, *Member*; Joyce Fletcher, *Member*; Jo Resta, *Alternate*; Jane Greene, *Alternate*

Gail Brother, *Treasurer* and Paul Breen, *Secretary* were excused. Jane Greene took the meeting minutes.

**B) Old Business**

**1. Winter Blast: J. Greene**

Jane shared MWC Email Blast data from May 2022 – to Jan/Feb 2023

| MONTH              | RECIPIENTS | SUCCESSFUL DELIVERIES | OPENED     | CLICKS | BOUNCED | UNSUB |
|--------------------|------------|-----------------------|------------|--------|---------|-------|
| May                | 186        | 186 = 100%            | 126 = 68%  | NL     | 0       | 0     |
| Summer News        | 186        | 186 = 100%            | 131 = 70 % | 10     | 0       | 0     |
| August             | 186        | 186 = 100%            | 133 = 72%  | NL     | 0       | 0     |
| Pod Day            | 186        | 186 = 100%            | 114 = 61%  | NL     | 0       | 0     |
| September          | 187        | 187 = 100%            | 131 = 70%  | 12     | 0       | 0     |
| October            | 195        | 195 = 100%            | 142 = 73%  | 10     | 0       | 0     |
| November           | 195        | 193 = 99%             | 147 = 76%  | 8      | 2 *     | 0     |
| December           | 195        | 194 = 99.5%           | 150 = 77%  | 6      | 1 **    | 0     |
| Jan/Feb            | 195        | 194 = 99.5%           | 146 = 75%  | 16     | 1 ***   | 1 *   |
| Wilding Our Places | 194        | 193 = 99.5%           | 140 = 73%  | NL     | 1 ****  | 1 **  |

NL = No Links

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Email blast “opens” have gone from 68% in May 2022 to 75–77% last winter and into the early part of this year. Jane pointed out that the newsletters are useful – particularly for those people that are not on Facebook. Deliveries are virtually 100%. But there are still nearly 25% of subscribers that are not

opening the newsletter. Are they going into the “Promotions” folder?

Joan suggested that she could write an email to subscribers asking if they are seeing the newsletter. It would be helpful if that email could include a link to the newsletter. Jane agreed to create a link. Jo and Jane will work to link the Mailchimp newsletter to the MWC Facebook page. Jo will also include the email address; [ogtnativeplants@gmail.com](mailto:ogtnativeplants@gmail.com) to the FB page so visitors could sign up for the newsletter.

## **B) New Business**

### **1. Review Strategic Plan**

Shawn Jalbert is scheduled to give the next class on April 27<sup>th</sup> 7-9PM. His class will be on perennials. This could be a Hybrid presentation - on Zoom and at the Dunaway. Could the big screen at the Dunaway be used? Ben said yes. Joan suggested having a practice session. We will create a graphic for this to send out in the newsletter and on Facebook.

Joan has contacted someone at the *Wild Seed Project* regarding the Seaside Garden. She will get back to Joan.

Joan contacted *Maine Audubon* regarding the bird signs. We would have to come up with ideas for the signs.

Ogunquit resident, Alice Witkes, called in to give input on the bird signs. She has agreed to consult with us on graphics. The goal is to have signs done by 2025. We have a sign company, but we need a design. York Audubon might be able to help with photographs and images We need someone with a good aesthetic sense. Alice thought they'd need a PDF format. Jo added that sign companies need images in TIF format. Joan said that additional information is need on the new signs, as currently there isn't much.

Alice asked the size of the signs. Susan suggested using a QR CODE on the signs to access additional information.

All signs on the MW should be repaired/replaced for consistency, adding the historic designation and Leave No Trace logo.

### **2. Review Projects List for 2023**

#### **PUBLIC SAFETY**

Joan shared Review of SP Projects. This coming season, Elaine will ask the MW Monitors to take pictures of the trash that they collect. It is useful to have a photographic record of where the trash is collected.

Joan asked Elaine to look for leaders within the Monitor program to take more responsibility. Pictures should be filed and categorized. Elaine said that's a place to start and she might have someone who could take on that responsibility.

Joan said that Elaine will give a presentation at March meeting about the MW signs. Within the next two years - what should be revised, changed, omitted? A sub-committee will be formed.

Elaine suggested that instead of a presentation, she will print pictures for members to view at the May meeting.

Elaine and Joan will meet with the DPW. The two entrances need to be repaved and repaired. Additional repairs are needed to the stairs, railings, walls, and damage caused by erosion. A temporary fence is needed oceanside near Bench 37. This is a safety hazard. The entire repair work from 2018 needs to be restarted. RFPs need to be gathered. These can be submitted for major repairs to the path through taxpayer approved funds. This is up to the Town and their timing.

Joan met with Bill Walsh and added the damage from the recent 2022 December storm.

## **HORTICULTURE**

The plan is to have the MW volunteers sorted into various categories based on interests. Joan has created volunteer sign-up using Sign-Up Genius. The goal is to have the lists finalized by mid-April.

Joan asked Susan if she would like to create a survey for volunteer interests – weeds, plants, or Monitor. It could be linked to the newsletter. An initial letter could go out to everyone.

Members discussed ways that the volunteers could be identified: a t--shirt, a badge, a pin, a Velcro arm-band?

Insurance was discussed. It seems bureaucratic, but if we are opening up volunteering more broadly, do we need insurance or waivers? Is the town liable? Joan will ask the Town Manager.

This year's Native Plant Fair will be expanded into a broader *Eco Fest*. Probable date is May 20, but HeRO is confirming the venue with *Great Works Regional Land Trust*

### **Eco Fest 2023 - Potential Components**

Five categories of environmental activities which could be staged in a single day, or over two days. The goal is to raise awareness about things we can all do to keep ourselves, yard, block, town, river, beach, and ocean healthy. This effort could be spearheaded by one of the town committees (sustainability) or commissions (conservation), HeRO or another civic group. Ideally, it would be a partnership of the town, civic groups, and other interested organizations (Ogunquit Garden Club, the Maine Organic Farmers organization, etc.)

Create an official map of restoration sites to show percentages of PROGRESS.

Shawn Jalbert will plan new MW plant inventory.

Annual Pod Picking Day: August 12, 2023

## **STEWARDSHIP**

Outreach/get-together for MW abutters: increased interaction, both informative and

social. Perhaps an outdoor event in the summer, on the patio with a speaker. Joan suggested Shawn Jalbert or the someone from the *Wild Seed Project*. What kind of a program can we offer? Joyce agreed to be the lead on this.

Jane will restart work on a MWC website. When she is back in town, she will contact Ilene and Ben for a refresher on what the CivicPlus platform offers. Another option is to create a website via WIX or another website development company and link it to the Town's website.

The MWC will continue to search for people with specific expertise who would volunteer their talents for special projects (*volunteer consultants*) in areas of graphic, editing, grant writing, planting specialties, etc.

Develop walking tours – geology, plants, etc. Perhaps Emily Peterman could provide a geology walk.

## **ADMINISTRATION**

Can the Marginal Way offer paid tours? If so, we would need to develop a policy to track payments.

The issue of etiquette (or lack of it) while walking on the Marginal Way was raised. Dog owners ignoring rules, more and more trash – Do we need to create guidelines for walking the MW?

Next meeting with the MWPF for the 2025 Centennial will be in April.

Eventually hire a dedicated groundskeeper for the MW.

MWC Site walk: Continue walk from the Lighthouse to the Cove. This will be a good time to scout out good locations for the new plaques.

Historic Designation Plaque: Planning will be done by early summer – location, working, manufacture and cost. Louesa agreed to do the research. At the same time, she will find out the issues/problems with the other plaques. Elaine added that resident, Wendy Levine's daughter is a bronze sculptor and teacher. Louesa will get in touch with her.

Membership list update needs to be completed. Elaine, Joan and Jane have subscriber lists.

Joan raised the idea of an Annual Seminar of all Committees. This would be a great way to collaborate!

The Comprehensive Plan's *Natural Resources* section was released. The Marginal Way had one small paragraph. Will the MW be included in another section of the Plan, for example, *Tourism*? There is a Comp Plan meeting scheduled for next week. Members will attend the meeting and voice concerns

Joan ended by stating how enthused she is with the volunteers!

#### **D) Public Comments**

Carole Aaron strongly recommended waivers for those volunteering on the MW. If someone were to fall, the Town could be sued. We can use the Town's website and also attach it to our newsletters.

Carole will talk to the Town Manager about getting CSOs on the Marginal Way.

Carole wants to make sure that Elaine is on the agenda for the March 23<sup>rd</sup> Historic Landmark Meeting. Elaine will send Carole the Landmark Application. Carole believes that it was submitted to the Select Board so that it could be put on the Town warrant, but she will double-check.

#### **E) Adjournment - 5:56 PM**

**Next regular MWC Meeting: March 6<sup>th</sup>, 2023 @ 4:00 PM on Zoom**