



Marginal Way Committee Meeting

Monday, March 6, 2023

4:00 PM via Zoom

A) Roll Call

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

As Paul Breen was only able to attend the first part of the meeting, Jane Greene offered to take meeting minutes.

B) Minutes February 6 '23 J. Greene

February 6th Meeting Minutes: Motion was made and seconded to accept the minutes. Minutes were approved: 7-0

February 13th Workshop Minutes: Corrections and edits were discussed. Jane made edits. Motion was made and seconded to accept the minutes. Minutes were approved: 7-0

C) Treasurer's Report G. Brother

Of our \$24,000 budget, invoices have been submitted to the Town \$10,846.16 – leaving a balance to be used of \$13,153.85.

Joan added that the large bill that came in from *Patton Grounds Care* for work on the Seaside Garden was covered by our anonymous donor. We are clear to move forward with work this year.

D) Chair Report J. Griswold

Before giving her report, Joan asked if anyone had watched the webinar, *We Are the ARK* with Mary Reynolds. Joan, Jane, Elaine spoke to the webinar.

Elaine shared that Reynolds provided a new spin on Doug Tallamy's work. If he is not available for our 2025 celebration, we should invite Mary Reynolds.

Joan stated that Reynolds has a new way of looking at the world - a cross between a dire prediction and changes that we can make to save the world.

Jane added that Reynolds gave us hope, because we each have a patch of land – even a window box – where we can create a habitat for wildlife. And we can affect our neighbor’s thinking about their gardens by offering a gentle, irresistible bridge to a new way to look at our gardens as a habitat. We can be *gently* persuasive, and we can do that by example.

Joan commented that we can do that by bringing people together – the neighbors that adjoin the Marginal Way. Helping them see that it’s an easy thing to make small changes. Little things we do matter.

Joan shared that she had been watching a conference of female landscape architects. <https://234birds.org/> 2/3 of landscape for native plants – for the birds, for the insects - that makes a difference.

CHAIR REPORT

- Three work days on the MW. Volunteers at all 6 sessions. Working with Sign-up Genius. So far 27 hours of volunteer work. Got a lot done. Pictures will be in the April blast. More work to do.
- Joan placed a large order with *North Creek Nurseries* for plugs. We will plant these by the middle of April.
- Prospective appointment with Heather McCargo from the *Wild Seed Project*. She will take a look at the Seaside Garden. She and Joan will talk about new ideas that she might have about restructuring the planting there. We may go to seeds. We will structure the garden to be wilder. We will stick to the same plants – but we will let things evolve and change naturally. We may have cleaned out too much in that garden.
- On February 16th, Joan went to Comp Plan meeting. That night, they were discussing the section on *Natural Resources*. The section had barely mentioned the MW. It was mentioned as a “Scenic Site” at the very end, along with the beaches and the dunes. After section was presented, Joan was recognized to speak. She stated that it was unacceptable the way it was, and that they needed to put in a much fuller description of the Marginal Way as a natural resource, not as a “scenic site.” Elaine and Joan

will write a section that fully describes the Marginal Way as a natural resource, and submit it to the Comp Plan Committee.

Joyce: The things that Emily talks about - the geology, the PLACE, how unique it is, should be highlighted.

Elaine stated that she will use the geology explanation that she used in writing the pre-application for the MW Historic Places Designation. She will include a definition of a Natural Resource from the Environmental Protection Agency, as well as from other resources. MW fits every category, except “commercial” – although you could say that the MW brings money into the Town from people who come to experience it. She will add all the places that the MW was mentioned in the 2004 Comp Plan, and write a more expansive geological explanation. The MW needs to be in the new Comp Plan with its own paragraph, including strategic policies, goals and objectives for taking care of the Marginal Way. If it’s not laid out in there, we’re going to lose out on those. The MW over the next ten years needs to have consistent coverage and care from the Town.

Paul added that the people who write the Comp Plan believe that the MW has some commercial payoff. They exclude the hundreds of thousands of people who come into the Town and spend money. It’s a tourist attraction.

Elaine added that there are climate readiness issues. The Southern Maine Planning and Development Commission has worked with the ten other coastal communities from Kittery up to Saco. They listed 50+ vulnerable areas all along the coast. On the original list, Ogunquit had 5 of them – 10%. They formed committees to work on those 50 vulnerable areas, and they came down to 20. And of that 20, all five of Ogunquit’s areas were still on the list. They managed to keep two of the areas on the list of the final 15 until the end - the MW being one of them. But it was taken out at the very end because of the damage to the lower part of the coast, and the MW is much higher. The fact that the MW was part of the original 20 will be in the report.

E) Old Business

1. Volunteer Hours / Counter - G. Brother

Counter will restart in April.

167.5 volunteer hours for month of February, for a total of \$4780.00. That

brings the total for the fiscal year to \$39,145.

2. Trail Monitor Program - E. Cooper

Susan and Elaine created a survey. Elaine will send a request to existing monitors to get them on board. The reporting sheet has been revised. It will be much easier to answer conditions. As the monitors are ambassadors, they will ask visitors why they are on the MW, how it affects them, and any issues that they have. Monitors will write that information on the back of the report. These are just informal conversations, so we can memorialize and keep track of it. Elaine is hoping to have all the volunteers lined up by the end of the month so that she can start scheduling.

3. Social Media - J. Resta

Jo had been ill with COVID and not able to get out to take new pictures, but will soon. She added that every time she posts a new, beautiful picture, the Facebook page explodes with new visitors!

4. March Blast - J. Greene

Jane will get the blast to Joan to check by Wednesday, 3/8. Hopefully, she will send it by Thursday 3/9. She figured out how to create a link for the blast, so that it can be posted on Facebook. The link is useful for seeing the latest blast as well as all past email blasts, and for signing up.

Joan is going to send out an email to subscribers with the link, in case subscribers are unaware that it comes to them, and where they might look for it in their inbox.

5. MWPF News L. Gillespie

Joan asked if there was any information regarding the plaque or MWPF in general. She asked if Louesa had been in touch with Wendy Levine's daughter regarding the plaque. Louesa needs to her contact information, and will then reach out. Wendy's daughter is a metal artist and teaches at Mass ART. Elaine agreed to get Wendy's contact information to Louesa.

Louesa has been in touch with Allison regarding the plaques on the MW. They used a company called *Matthews Bronze*, and that company assured them that the glaze they used would be resistant to the salt air. Obviously, it hasn't. So, they've gone to *Richardson Monument* in South Portland, with whom they have worked before.

However, they all get their plaques from *The Foundry* in Pennsylvania. It's the glazing that they put on that's not working. Louesa is going to reach out to *Richardson* to follow up.

Joan said that it would be a good idea to ask Wendy's daughter if she could recommend a good company for

us. Boston has a foundry that is excellent. Louesa asked if Joan imagines a plaque with lettering, or something more artistic. Joan said a plaque with lettering would probably work. She added that when the committee goes for the Spring walk on the MW, we can make further determinations. Louesa will follow up and report back at the next meeting.

Conclusions from the Strategic Plan and Workshop ~

1. Elaine is taking care of the Monitor Program
2. Begin to study signage on the path. It will take time, so Joan would like to get resolved this year.
3. Elaine and Joan will coordinate with the DPW. We want to make sure that we are all on the same page regarding the work that needs to be done on the MW. York County has qualified again for FEMA. We are waiting for the president's signature to designate MW an emergency site. For Ogunquit, it's getting the money for the wharf, which was completely lifted off the pilings. For the MW, they will probably be asking for money to repave the path in front of Oarweed.
4. Horticultural: We have plans in place that are underway or in process.
5. Outreach:
 - Once Facebook and email blasts are coordinated, we will know what to put onto our website, and will restart that with the Town.
 - The class for April is all set.
 - Begin to think about what we might do with the neighbors on the MW – a social get-together this summer. Maybe not a presentation, but just a conversation – what are worries or concerns about what's happening on the MW. What would they like to see?

Joyce said that in the past it has been difficult to determine who the abutters are. Maybe we start small – a social event that Joyce will host at her house. Invite people we know – that are there and are interested. Joyce asked for Louesa's and perhaps Barbara's help. Maybe pull something together for the end of June, beginning of July when the garden is in full bloom. It would be good to have some content – a focus. Perhaps start about our own personal garden, a demonstration, a gentle bridge, inspirational. Then maybe in the fall, we broaden it. By then we will have a better idea of who is an MW abutter. Louesa agreed to help.

Joyce stated that every year people make choices about what they put into their gardens. So, having something inspirational –

examples. It could be fun. Not every date/time will work for everyone – so it will probably be a small group.

Joan said that a small group would be good, because we could have a conversation. Hopefully we could persuade them that everything we are trying to do on the MW is good, and if they would like to help. The goal of this is to build a community that is going to support the MW and what we're doing. You want enough people that can support our work. You can't depend on the top working its way down. Everything starts from the bottom – a few people, one person. You want enough people that are passionate about the MW that will come and do the work that we are doing – on the committee, a volunteer.

Joyce added that people could talk to each other. Generate good will. People see things happening on the MW, and the more people are in the loop – the more people will be supportive of things that are happening.

Jane shared the idea of something that people could take home with them – a handout for instance. Maybe there could be books on the table for people to look at. Informal. Look for gentle ways to shift people's thinking.

Louesa said that Joan knows what plants work on the MW. Joyce added that Joan could provide a list of just 7 or 8 plants that would be great to go into people's garden.

6. Administration:

- We need a walk – later in April or beginning of May. The Cove to the Lighthouse. Another month to get to set up. Look at Joan's mock-up, and discuss where we might consider putting the new plaque.

Elaine said that we have pulled together nicely in working on projects and if we can accomplish all of this, we will have done a lot of work this year. Elaine believes we are on the next agenda with the SB to make sure that we get onto the warrant for our historic designation.

Carole Aaron joined the meeting. This Wednesday morning is an agenda prep meeting. Carole will ask again that it gets on the warrant. SB has approved it, it just needs to get to the voters on June ballot.

Gail brought up the issue of the QR Code for lighthouse. We need a metal plate for QR code that says *how* to donate. The purpose is so that people can donate without putting cash into a box. It's done by credit card.

Gail checked with Mandy and there are no issues with the QR Code. We will need approval from Sewer Department.

Joan asked how it is adhered to the lighthouse. Elaine shared that it is indented into the plaster.

F) New Business

1. Survey - Garden Volunteer Survey - S. Drisko

Susan created a volunteer survey on Google Forms. This is a free platform and generates analysis for us. When people fill out that survey, she can create a spreadsheet with people's names, their contact information, what days they can volunteer, what they are interested in. This should provide a good start on organizing our volunteer list for this summer.

Jane will put link to the survey in the next blast. Jo will get it on Facebook. Joan will send to email list. Elaine will send an email to last year's monitors to expect the survey. After she receives new volunteers, she will send a follow-up email asking when they will be available. Susan will send Joan lists with volunteers aggregated into groups or the entire spreadsheet. Whatever she prefers.

Carole Aaron asked that Susan check with Ilene. She does a lot of Survey Monkey. Town has account with them. Susan said that she'd like to keep with Google Forms for this survey, because it's all set to go. Moving forward, she will check with Ilene.

2. Conservation Commission – Earth Day Event!

Saturday, April 22nd: 10 AM– 1:00 PM

This will include beach clean-up and dune grass planting.

The Conservation Commission is aware that the plovers might be there. If so, they will not be planting grasses. If there is not much trash on the beach, they may switch it to a town-wide Ogunquit clean-up.

3. Sustainability Committee Workshop: Friday, 3/10

SMPDC Presentation via Zoom

Coastal Sustainability, Erosion, and Vulnerability.

MW is being used to frame resilience for the Town. It would be good to know what the plans are for MW. All the project reports that they are working on won't come out until the summer, and perhaps not until next year. They are dealing mostly with softscapes – beaches, rivers, etc. Joan asked Abbie to consider what is happening with hardscapes – the rocky bluffs.

Joan asked if the committee had any more comments or points

that we hadn't covered.

Louesa brought up two points:

- Bird Sign: The Bird Sign was done by Jim Oliver, and funded by LL Bean.

Joan said that she believed that the sign needs to be redone, including real visuals - photographs and more information. We have buy-in from Audubon to help us with text, and hopefully images.

- Website: When we develop our website. We need to coordinate with the MWPF – so it doesn't confuse the public.

Joan said that she sees the MWC website more about education, information about plants and ecology, and resources to learn more.

Louesa agreed, but felt that the overarching framework should be somehow linked to the MWPF, so that there is not a misunderstanding in Town about the money that comes out from each group. Louesa said that she has perceived, or maybe misperceived over the last few years that there is a disconnect and people just don't understand what one group does as opposed to the other group. She felt that there should be an overarching framework that delivers a statement.

Joan said that this could be addressed at the gatherings – that there are two distinct groups working for the same goal, but doing it in different ways.

Joyce added that the way the people donate might be confusing. I've given at Perkins Cove, why would I give at the Lighthouse? Are they the same? Are they different? It is confusing. It's around donating that the issue comes up.

Joan stated that people want to know how to help. They want to know where to give money. We've tried to explain. The MW Committee will do the work and the Preservation Fund takes care of the fund raising – but too many people don't understand that there is a distinct difference.

Louesa added that the taxpayers don't understand. The MW gets money from the MW Committee, the MW Preservation Fund and the taxpayers. The explanation of where the money comes from should be right out there on the website.

G) Public Comments

Suzanne Williams (*Healthy Rivers Ogunquit*) shared that the HeRO Board voted to expand the Native Plant Fair into an

Ogunquit *Ecofest*. This event will involve more community groups and offer a broader array of local, sustainable practices that enhance our lives and protect our planet.

Place: Beach Plum Farm:

Date: May 20th

Time: 10 AM – 1:00 PM

Suzanne is hoping to have Pamela from SweetFern Garden Design. Eldridge may provide Rebel Hill Farm plants – or Rebel Hill might provide them directly. Pierson Nurseries will probably not be providing plants this year.

Suzanne invited the MW Committee to participate in any way that they would like. Joan said that the committee would definitely like to contribute and will discuss what their focus will be.

Members put forth preliminary ideas –

- Invasives in bottles!
- Easy, hardy, adaptable, sturdy, hard-to-kill, rugged plants – “Top Tough Guys”

Joan said she’d like to start planting mid-April – with plants in the ground on May – not sure I’d have anything to show on our table. Could use photographs instead.

Committee members were eager to plan and/or participate.

H) Adjournment: 5:22 PM

Next Meeting Monday, April 3rd at 4:00 PM. The meeting might be on Zoom or in person. Joan will check with committee members to see the committee members preferences.