

**MARGINAL WAY COMMITTEE
MEETING MINUTES
Monday, October 4--6:00PM
Dunaway- Great Hall**

A) Roll Call

The following Members and Advisors were present: P. Breen, H. Horn, L. Rioux, D. Barton, J. Griswold and L. Gillespie.

The following member was absent: J. Oliver.

The following consultant was present: Prof. A. Hussey

The Select Board liaison, Selectman P. Caveretta, was absent.

B) Minutes

The minutes of September 13, 2010 were accepted as written.

C) Treasurer's Report

The Treasurer, Lou Rioux, reported that as of August 31, 2010, the balance in Marginal Way Beautification Fund was \$113,563.13.

D) Chair's Report

1-Installation of a Retaining Wall near Bench #33

The Chair reported that work was underway to install a retaining wall on the oceanside of the Marginal Way near bench #33. The wall was being installed to correct the erosion of the walk which if not corrected would have led to that portion of the walk closed for safety purposes.

2-Light Pollution

A discussion ensued regarding the source of light from the Perkins Cove area which walkers had complained limited their vision at dusk while walking south on the Marginal Way.

The Committee agreed to ask the Code Enforcement Officer to assess this issue and report back to the Committee.

3-Prioritized Lists of Improvements

The Chair presented a list of prioritized improvements which could be accomplished for the Marginal Way. Among the top ones were the retaining wall mentioned earlier, the revetment near Oarweed Cove and the runoff area near Prof. Hussey's rock.

Additionally a number of areas were listed which require paving, projects for the DPW and a list of projects which the Committee should address in the next year.

E) New Business

None

F) Other

None

G) Marginal Way Preservation Fund Activities

Paul Breen introduced the Fund's full time Development Director, Catherine Palmer.

The following summarizes the activities of the Marginal Way Preservation Fund during the past month:

- 1.0 **New Board Member** - Charlie Hindmarsh, a seasonal resident of Ogunquit, has been approved as a Director. Charlie has had an extensive career in finance having worked for State Street Bank for a number of years. He will bring investment experience to the Board.
- 2.0 **Development Director**-The duties of the Development Director include:
Create and execute the strategies and activities detailed in a Short and Long term Development Plan, Develop and Implement a Membership Program, Improve Public Awareness, Cultivate Donor Relationships, Oversee the Plaque Program, Create and Oversee Fund Raising Events, Solicit Grants, Develop a Major Donor Program, Develop and Implement a Business Sponsorship Program, Oversee Donor Correspondence, Donor Database & Donor Acknowledgements and Maintain an Interface with the Board.
- 3.0 **Chamber Brief**-The Chamber was briefed on the subject of the need for Businesses to support efforts to build the Endowment Fund for the Marginal Way. It was well received.
- 4.0 **Visitor Survey**-A Bilingual Visitor survey form was developed in order to assess visitor preferences regarding the major visitor draws of Ogunquit. This information, when statistically established, could be used to aid businesses in creating their advertising.
- 5.0 **Business Pledge Program**-A business pledge program is being developed.
- 6.0 **501C3 Status**-The 501C3 certification is in process.
- 7.0 **Lighthouse Audit**-An audit will be scheduled in the next month.
- 8.0 **New Directors**-Two prospective Director candidates have been identified. The next report will address Board action.

9.0 **Plaques** -As of the date of this meeting, 9/10 remembrance spaces have been allocated on Plaque #2.

An Interim Plaque was ordered and will be installed in October.

10.0 **Web Page Upgrade**- A developer has been identified to upgrade the Fund's web page and add required new features.

11.0 **Canister Servicing** -The servicing of the canisters will be suspended following Columbus Day.

H. Adjournment.

The meeting adjourned at 8:15PM.

Respectfully submitted,

Paul Breen
Secretary