

MARGINAL WAY COMMITTEE

MEETING MINUTES

Tuesday July 6, 2010--6:00PM

Dunaway Center

A) ROLL CALL

The following members of the Marginal Way Committee were present:

P. Breen, L Gillespie, J. Oliver, H. Horn, L Rioux and D. Barton

The following consultant were present: Prof. A Hussey

The following consultant was absent: B.Linney

Selectman Phil Cavaretta, the liaison to the Select Board, was present.

B) MINUTES

The minutes of the Committee meeting on May 10th were accepted as written.

C) TREASURER'S REPORT

The Treasurer, L. Rioux, reported that the bank balance in the Marginal Way Beautification Fund as of May 31, 2010 was \$105,512.81.

The balance in the Marginal Way Preservation Fund as of May 31, 2010 was \$98,511.07.

Discussion addressed an analysis of donations obtained in the past years vs. most recent year. Note was made that when the Lighthouse was under construction, donations dropped.

The Chair noted that a past donor, Diane Summer, has recently donated \$6250, this donation will be reflected in the next Treasurers Report.

D) CHAIR'S REPORT

1. Status of signs and bridge plaque

The new signs are ready for installation but the new DPW supervisor has yet to assign a date for installation. The Chair will talk to the Town Manager about speeding up the installation process.

Based on the request from the Preservation Fund, details are being developed for an interim plaque on Plaque #2. The interim plaque will provide an option for existing donors who may want to see their loved ones names on a plaque in the near term. The Marginal Way Preservation Fund Board has agreed to fund the cost of the providing and installing an interim plaque. A report on the Interim plaque will be presented at the next meeting.

2. Meeting-re erosion problems on path near Beachmere

A meeting was held on May 24th with Shepard, Bradish, Cavaretta, Garfield and Horn to address the erosion near the Beachmere at benches 1, 2 and agreement was made that the required work to repair the erosion would be done in the fall.

3. Progress of Spring Maintenance

DPW employees cleared the access paths and trimmed the foliage along the paths.

4. Monday Morning Volunteer program

The Chair created a few signs asking for volunteers on the Monday morning groom & weed program and asked for distribution around town. These signs will be situated around town to solicit people for this activity.

5. Motion to add new non-voting member

The Committee agreed to add Mrs., Jane Griswold as a non-voting member of the Marginal Way Committee.

E) NEW BUSINESS

1.Publicity for Geology Lecture

The Chair noted that publicity for the Geology presentation by Prof. Hussey was lacking. Publicity support for future events will be provided so that the public will be aware of the educational geology lecture.

2. Web Cam.

Paul Breen noted that the Board of the Marginal Way Preservation Fund is considering the installation of a Web Cam at the Lighthouse. This would provide a 24/7 view of the surf via access to the Marginal Way Preservation Funds web site and may result in increased donations. Additional detail is provided in section G of this report.

3.Fair

Selectman Cavaretta suggested that a fair be conducted in the back parking lot at Perkins Cove to benefit the Marginal Way Funds. A tent would front at the water. Comments were that traffic would be an issue both for access to existing business as well as fair attendees. Additional information will be addressed at a future meeting.

4.Geology Educational Sign

The proposed geology educational sign was discussed from the standpoint of location and timing for installation. The content was deemed appropriate as it had been vetted by many people from the academic viewpoint and the Committee. Agreement was made to redo all educational signs at the same

time and perhaps solicit LL Bean (the Bird sign sponsor) for a donation to support fabrication and installation. More detail on this subject will be discussed at the next meeting

5. Historical Educational Sign

A discussion indicated that there was a desire to create an educational sign which described the history of the Marginal Way and place this sign in the environs of the other educational sign. This subject will be addressed in the future meeting.

F) OTHER

None

G) MARGINAL WAY PRESERVATION FUND TRUST ACTIVITIES

The BOARD of the MARGINAL WAY PRESERVATION FUND addressed the following items between May and July 6th.

1. Executive Director –

The fund received 5 Resumes who were applying for Executive Director. Additionally, the Board Interviewed 2 potential consultants. The Board is examining “best practices of similar non-profits @ start-up prior to concluding our negotiations with the candidates.

2. Restart Servicing of canisters /

An individual has been hired to service the canister and resupply DVDs and Literature associated with the various locations throughout town. This servicing will continue through December on a two-week service cycle.

3. Existing Plaque Donations

The Board has developed a policy option for those donors who have made donations for memorial space on Plaque #2. The policy will provide for the installation of Interim Plaques which will be replaced once the spaces are filled on an existing plaque. This will allow for more immediate closure and encourage potential donors to request a space if it is unfilled.

4. Bench List

A letter was sent to the 117 Families who requested benches on the Marginal Way. The town had collected this list over the past 14 years. This letter thanked them for their interest in a memorial on the Marginal Way, noted the towns restriction on adding benches and suggested that a memorial space on a plaque on the new bridge on the way could be available, Members of the Board will call these people using a time sequenced list order. A policy has been developed which addresses over subscription of plaque space.

5. IRS Certification

The approval process from the IRS for 501C3 certification continues.

6. Voter's approval of Article 12

The voters at the June town meeting approved the transfer of the donated Marginal Way Preservation Funds to the non-profit by a wide margin.

The transfer of these funds will be executed following receipt of the IRS approval of the 501C3 certification.. Once the approval is obtained a new accounting system will be employed

The acknowledgement of donations and the donation file have been transferred to the Board from the original administrators and donations

are being acknowledged in a timely manner..

7. 24/7 Webcam on Marginal Way

A study is underway to determine the costs and impact of adding a 24/7 web cam to the web page of the Marginal Way Preservation Fund. The Sewer Dept has approved a potential installation and has agreed to supply power and access for maintenance. A camera will be mounted inside and at the top of the Lighthouse and coupled to an Internet connection which will be deployed in the Lighthouse .A communication link will couple the camera data to the Marginal Way Preservation Fund web page.

Three communication approaches are being investigated, Satellite, RF and Cable. These approaches will be assessed based on costs, installation impact and utility and a report generated describing the results of the assessment.

8 New Director

Peter Griswold has been nominated and approved by the Board to fill one of the vacant seats on the Boards of the Marginal Way Preservation Fund non-profit. An active program continues to recruit additional candidates.

9.Article in YCS

An article was published the York County Star which reported on the recent donation by Newell Perkins Real Estate Agency to the Marginal Way Preservation Fund non-profit. This donation provides for the gifting of a portion of each real estate transaction over the next year to the Marginal Way Preservation Fund.

10. Expenditures

Chamber Membership

Thank You Ad in Star

Mail Expenses

11. Memorial Gardens

A concept of a Memorial Garden placed near the monument area is being developed. The concept provides for the installation of a suitable memorial (To be determined) similar to that perhaps used by St Peters Church in Cape Neddick. Markers and or plaques would be employed to memorialize the loved one. The garden would be filled with native plants and flowers and it would result in an appropriate addition to the Marginal Way. More details as they develop.

12. Great Works Land Trust Fund Raising Proposal

Great Works Land Trust has proposed that the Marginal Way Preservation Fund jointly participate in a new solicitation effort focused on visitors to Ogunquit. This program known as, Contribute in Place, would use the proceeds For land acquisition and if the Marginal Way Preservation fund joins with Great Work, s a portion of the proceeds will go to the Fund. The Board is considering this matter and will report when a determination is made.

13 Annual Fund Raising Program

An annual fund raising program for businesses is being developed with the campaign starting once the IRS certification is received.

14. Beneficiary of a Will

The Marginal Way Preservation Fund was named as a beneficiary in the will of Elsie P. Johnson. The attorney representing her estate sent the Fund a letter and noted that the estate is going through the distribution process with more detail to be provided later.

H) NEW BUSINESS

The next meeting of the Committee will be on Aug 2, 2010 @ 6PM in the Dunaway Center.

I) Adjournment

The meeting adjourned @ 8:15PM

Respectfully submitted

Paul Breen

Secretary