

**MARGINAL WAY COMMITTEE
DRAFT MEETING MINUTES
Monday, Sept.13, 2010 -6:00PM
Dunaway- Great Hall**

A) Roll Call

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

The following member was absent: J.Oliver.

The following Advisor and Consultant were present: B. Linney and Prof. A. Hussey.

Selectman P. Caveretta was present in his role of advisor.

B) Minutes

The minutes of August 2010 meeting were accepted as written.

C) Treasurer's Report

The Treasurer, Lou Rioux, reported that no report for the Beautification Fund was available this month.

D) Chair's Report

1-Light Pollution

The Chair read a letter from a visitor who commented that when walking south on the Marginal Way in sight of Perkins Cove at night, illumination emitting from the Cove produced momentary blindness for walkers.

Discussion noted that for years, few walkers were observed on the Marginal Way at night but the group agreed to bring the perceived light pollution issue to the Code Enforcement Officer for his opinion regarding potential ordinance issues and potential corrective action.

2-Dog Walker Violation

The Chair reported that a few dog owners had periodically violated the NO DOG rule during the past month. The group commented on the need to police the area with infractions issued with relevant fines during the six-month period starting in the spring.

3- Geology “Talk on the Rocks”.

Prof. Hussey reported that geology talks on the Marginal Way were well attended. He accepted a new portable lightweight megaphone for use during future talks.

4-New Signage to Save Iconic Red Cedar.

The Chair noted that the public has responded favorably to the new signs installed at the 100-year-old cedar tree. These signs emphasized the need for the visitors to protect the tree from abuse.

E. New Business

None

F. Other

None

G. Marginal Way Preservation Fund Trust Activities

Paul Breen reported on the following activities of the Marginal Way Preservation Fund during the past month:

1. Plaque Program

As of the date of this meeting, 10/10 remembrance spaces have been allocated on Plaque #2.

The first donation for Plaque #3 has been received.

The Design Proof process for Plaque #2 has commenced. A full-scale template is being prepared for use in the design proof sign off for plaque #2. The same template will be employed for plaques #3 and 4.

A similar full-scale template for the Interim Plaque is being developed.

2. Hiring of a Development Director

Three candidates are vying for the position of Development Director. A hiring decision will be made in the next week.

3. Marginal Way T-Shirts

The T-shirt sales continue in the various shops in town. As of this date, 50 shirts have been sold.

4. Web Page Upgrade

Work continues with the planning associated with updating the web page.

5. Annual Business Appeal

The details of an annual business appeal are being developed. A pro bueno Visitors Survey has been developed by an Ogunquit resident. This volunteer had run a nationwide marketing firm for many years. This survey will elicit quantitative data from visitors as to which Ogunquit attractions are the best draws. The conduct of the Survey will be overseen by the volunteer designer and a Board Member and will employ seniors from Wells Ogunquit High School to process the resultant data as part of their community service requirement. The survey is written in both English and French versions. Additionally, the survey provides feedback from Visitors regarding areas for improvement.

An alpha test is being conducted this year with a few lodgings participating. A larger survey will be conducted in the spring with the results made available to the members of the Chamber.

6. Canister Servicing

The servicing of the canisters was reinstated and servicing will be conducted every two weeks through Columbus Day

7. GREAT WORKS Fund Raising Proposal

The Board has decided not to collaborate with the Great Works fund raising proposal at this time.

8. New Directors

Charlie Hindmarsh has been seated as the fifth member of the Board of the Marginal Way Preservation Fund.

A new Board candidate has been identified and discussions are underway regarding Board membership for this individual.

9. Bench List Phone Calls

As of this date 18 plaque spaces remain. Telephone solicitations will commence using the chronological Bench List with the purpose of completing the plaque program this year.

10. WEB CAM @ LIGHTHOUSE

A survey of the Lighthouse's capability to accommodate the Web Cam equipment was conducted. The proposed computer and modem equipment can be attached to the inside walls but the inside installation of the camera in the cupola requires the installation of a frame assembly to mount the camera. An outside camera installation may be an option but before proceeding further, the Code Enforcement Officer will be queried to determine the impact of the building code.

The cable vendor's survey will be conducted in October.

H. NEXT MEETING

The next meeting of the Committee will be on Oct. 4 @ 6PM at the Dunaway Center.

I. Adjournment

The meeting adjourned @ 8:15PM.

Respectfully submitted,

Paul Breen
Secretary