

**MARGINAL WAY COMMITTEE
MEETING MINUTES
Monday, Aug 2, 2010--6:00PM
Dunaway- Great Hall**

A) Roll Call

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

The following consultant was present: Prof. A. Hussey

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

B) Minutes

The minutes of July 6, 2010 were accepted as written.

C) Treasurer's Report

The Treasurer, Lou Rioux, reported that as of June 30, 2010, the balance In Marginal Way Beautification Fund was \$105,778.95.

D) Chair's Report

1-Meeting with DPW Superintendent

The Chair reported that a meeting with the DPW superintendent was needed to establish priorities regarding the conduct of maintenance and repair actions on the Marginal Way. The Town Manager will be asked to lend his support to effecting more rapid response to needed actions.

2-Removal of Black Swallow-Wort Plant

The Chair described the effects of an invasive plant, the black swallow-wort which is growing at a rapid rate on the Way and if left unchecked would result in the elimination of native plants on the Way. This plant is

deep rooted and spread seeds at a vociferous rate. It must be dug out and placed in bags and burned at the dump or similar facility. The Chair expressed concern that the volunteers were being physically stressed from the process of digging out this plant. Discussion resulted in a recommendation that temporary help should be hired to remove the plant from a defined demonstration area. Funds from the Beautification Fund would be used to pay for the labor required to remove this plant. To follow up, the Town officials would be asked to provide labor in the spring to continue the removal process.

3-Publicity for “Talk on the Rocks”.

The Chair produced placards for distribution, which contained information on the forthcoming geology lectures to be delivered by Prof. Hussey.

4-New Signage to Save Iconic Red Cedar.

The chair noted that the cedar tress along the shoreline were being stressed as a result of person sitting on the limbs which resulted in the removal of bark from the tree. A sign was created and installed near the tress asking visitors not to sit on the tree limbs.

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 few weeks:

1. Plaque Program

As of the date of this meeting, 8/10 remembrance spaces have been allocated on Plaque #2. This resulted as 4 new donations were received in the past few weeks.

An Interim Plaque program has been developed for two purposes, one to provide for more immediate creation of a memorial for those donors who desire it and two to provide for displaying contact information related to plaques for interested parties.

The Interim plaque will employ a standard bronze unit and an identical footprint to the final plaque and contain a provision to affix individual bronze inserts to the plaque surface. Once the plaque is filled, the final plaque will be fabricated. There will be no cost to the donors for using the Interim Plaque. The format and font employed will be identical to that employed on the final units. The Design Proof process will be used to define the donor's wishes regarding the creation of the desired remembrances.

2. Marginal Way T-Shirts

A T-shirt has been developed which illustrates a typical scene (Bench #26) on the Marginal Way on the back of the shirt. A number of shops in Town are selling these shirts with the proceeds going to the Marginal Way Preservation Fund.

3. Web Page Upgrade

A web page hosting agreement was updated with the existing domain name "Marginal Way Fund" defined for the next ten years. Additionally, a new domain name "Marginal Way Preservation Fund" was procured and assigned to the Fund.

Five Tasks have been defined for an upgrade to the web site:

a) Task 1 Annual Fund Raising Program for Business

In support of an Annual Fund raising program aimed at Businesses in Ogunquit, provision will be made to add the name of a Sponsor to the web page and interlinking the Sponsors web site with the Fund's web site.

b) Task 2 History of the Fund

The history of the Marginal Way Preservation Fund will be updated to reflect the creation of a non-profit in 2010 and the names of the Directors Added .

Additional changes such as E- mail contacts and phone numbers will be corrected. Each page of the web site will be reviewed for corrections.

c) Task 3 Web Cam Input

A web cam is being contemplated for installation at the Lighthouse. The web cam will be situated in the cupola with the camera focused on the surf. The scene may be viewed by accessing www.Ogunquitlighthouse.com

d) Task 4 Plaque Program

There is an ongoing program to add Memorials to plaques which are mounted on a new bridge on the Marginal Way. The details associated with obtaining a plaque will be incorporated in the web page

e) Task 5 T-Shirt Purchase

A program is being implemented to sell T-Shirts illustrating a typical scene on the Marginal Way (The scene illustrates bench #26.). The web page will be updated to identify those shops where T-Shirts can be purchased and to support purchase of shirts through the existing Paypal capability.

The schedule of accomplishing these tasks is 2, 5, 4, 3 and 1.

4. Annual Business Appeal

The Fund has been invited to brief the Chamber Board in September regarding the proposed Annual Fund Raising program

5. Canister Servicing

The servicing of the canisters can be reinstated, Servicing will be conducted every two weeks for approximately 4 hours time charge.

6. Purchase of a New Computer and INTERNET Node

A new computer will be purchased to support Fund activities along with a dedicated Internet node.

7. GREAT WORKS Fund Raising Proposal

Great Works has proposed that the Fund join them in a cooperative solicitation aimed at business in town

8. New Directors

Two candidates have been identified for vacant Director seats.

9. Bench List Phone Calls

As of this date 22 plaque spaces remain. The Directors will start calling the individuals listed on the Bench list with the purpose of completing the plaque program this year.

H) Adjournment

The meeting adjourned@ 8:15PM.

Respectfully submitted,

Paul Breen