



Rockport Millbrook Meadow Committee

Town Hall, Rockport, MA 01966

*Charmaine Blanchard
Kimberly Jones
Shannon Mason, Vice Chair
John Sparks*

*Samuel W. Coulbourn, Chair
Marcia Lombardo, Treasurer
Barbara Sparks
Frederick H. Tarr III*

Minutes of Meeting, Wednesday, July 24, 2013, 7:00 p.m. Rockport Public Library Trustees' Room

7:05 p.m. Vice-Chairwoman Shannon Mason called the meeting to order. Members present: **Charmaine Blanchard, Kimberly Jones, Marcia Lombardo, Shannon Mason, John Sparks,** and **Ted Tarr.** **Sam Coulbourn** arrived at 7:29 p.m. and **Barbara Sparks** arrived at 8:21 pm. **Paula Geehan**, Assistant Dog Officer, was also present.

1. Dogs in the Meadow. Following reports by Barbara that unleashed dogs were responsible for running through newly planted gardens and from Friend Diane Vella that owners were allowing dogs to run unleashed and not cleaning up after them, Assistant Dog Control Officer Paula Geehan provided information on Town bylaws. Based on Town bylaws that call for dogs to be on leash or under voice control, members decided that it would be appropriate to provide signs at each entrance to the Meadow that state: "Dogs Must Be Leashed". Ms. Geehan departed.



2. Update Millbrook Meadow Restoration.

Status of Request for Proposal (RFP): John reported that the RFP has been advertised, and there has been a very encouraging response from potential bidders, including several

very well-known and reputable firms. He added that Julia McMahon's report on the Millbrook Watershed is included in the package distributed.

He said that there will be a Pre-bid conference for all bidders, to which Millbrook Meadow Committee Members are invited, at Town Hall Conference Room A on Tuesday, August 6th at 9:30 a.m. After meeting in Town Hall, the meeting will continue at the Meadow.

3. Status of CPC Application: John discussed status of our request for funds through Community Preservation Act. As he reported at our June meeting, the Chair of the Community Preservation Committee (CPC) states that the Committee will support our request for funds in the amount of \$100,000.00. (We requested \$120,000.) Members noted that this is only the *recommendation* of CPC, and this must pass Fall Town Meeting. Sam asked if we should continue to strive for the full amount at Town Meeting on September 9th. Members concluded that to do so might pit MMC unfavorably against the CPC and spoil our chances for additional funds in the next year(s).

4. Current Maintenance and status of list given to DPW by Charmaine. Charmaine reported on her earlier list:

- a. Birch leaning near Stanish-Robbins property needs to be removed.
- b. Benches need repairing. The one near the Pond needs a board and should be painted. The one beside the stonedust path in the Meadow was apparently damaged by heavy equipment placed on it during dam construction and seat planks need replacement. Members noted that final and definitive location of benches would be part of the restoration project, but these repairs are needed for Meadow visitors now.
- c. Stonedust path where the Meadow was disturbed for dam construction is excellent, and we request that DPW provide this same stonedust path from Beach Street to the start of the improved path.
- d. Playground area still has large gully under equipment and when it rains it is like a swamp for children. We request that DPW repair.
- e. Granite bridge has gaps in stonemasonry that suggest stones will soon fall off. Repair.

Shannon brought up fact that playground equipment at the defunct play center at Isinglass Place might be available for donation to the Meadow, in particular a well-built wooden playhouse. Shannon will look into this. Members acknowledged that final design of a playground will be part of the restoration.

5. Plans for Fundraising: Our newest member, Kimberly Jones, led the discussion, bringing up these points:

- Develop a one or two-year plan and calendar, list target donors'
- Develop a list/database to track potential donors, including foundations, corporations and individuals;
- Develop list of outreach and fundraising activities and calendar;
- Create list of various mechanisms for giving (e.g. donate a bench or tree in restored Meadow);

Create online giving mechanism;

Form a fundraising committee. Members discussed forming such a committee. Shannon suggested perhaps two members of MMC plus two or three Friends. Members were most impressed with Susan Gray and Betsy Giannocarro, who attended our June 19th meeting and had many interesting ideas and suggestions.

Sam asked Kimberly if she would be a part of such a subcommittee or committee, and she agreed.

[QUESTION: I AM VAGUE ABOUT WHO ELSE—SHANNON? I VOLUNTEERED TO TAKE PART...]

Marcia said that overall the fundraising is “small change”, as the big money will come from grants and/or foundations.

Sam said that in his and his wife’s experience with raising money for Rockport Chamber Music Festival over the years, sometimes the “small change” is very important, because it connects donors with the organization, it spreads the word, it helps to sell seats in the center, and it can even be crucial when the organization wants something approved at Town Meeting. John Sparks added that often granting organizations look for broad support for the applying organization, and this you can get as you go for the “small change”.

Outreach and Communications: Kim continued in leading the discussion:

Define primary outreach targets for Meadow and Pond;

Expand web presence beyond Facebook. Website? Twitter? Other social media?

Newsletter? Press releases, specific story pitches to reporters;

Events in the Meadow, events for kids, re the environment, music, adult gatherings (e.g. book gatherings, education, market events. Think about purpose, target and outcome, and connect to fundraising when appropriate.

Survey or poll. John explained how we can conducted a kind of survey in our Visioning session last Spring, and in visioning conducted by contractor it might be appropriate to conduct such a survey of needs, wants and preferences of the public.

6. Acquiring 501.c.(3) Status: Charmaine reported she has worked with a fellow attorney and come up with the framework of a request for 501.c.3 status. She has a lot of questions and items which others in MMC may be able to supply. Sam suggested that Charmaine, Kimberly and he meet to discuss the details of the application, inviting other MMC members to participate if they like. Charmaine will coordinate with Kim to determine a date and time to meet, and advise Sam.

7. Thirty-fourth Annual Acoustic Festival: Event, organized by David Cutler, will take place in the Meadow on Sunday, August 11 from 12 m. to 6 p.m. Charmaine will contact David to request that MMC set up and man a table at the event to gather support for the Meadow and its programs. Shannon offered to provide the visual display she and her husband created for Motif No. 1 Day, but said she would be out of town for this event.

Charmaine will be in charge of setting up the table and Sam will be in charge of taking it down, after 4 p.m. on August 11. Members discussed selling water, etc., and even tee-shirts, but decided to go with the small inventory of cards and envelopes donated by

Gunilla Caulfield and Sam. Kim will assist Charmaine in manning the table from 12 to 2 p.m. and Ted may assist Sam after he completes his walk in Dogtown. Sam will provide the folding table.

8. Tee-shirts. Members discussed having shirts printed with the MMC logo for sale, and decided that there is not time to get them done for August 11, but Shannon agreed to look in to the cost of producing shirts, and members agreed that it would be good to order the a minimum number for sale, adjusting color and style later, when we know more about the subject.

9. Minutes of June 19th: Charmaine moved to approve, Ted seconded, all voted to approve.

10. Meadow Event Schedule:

Wednesday, July 10th and 24th, Story Hour. Library hosts ~70 children from North Shore at Reading Hour in the Meadow. Jane Knight visited our meeting to report that weather forced the Library to move both events inside, at the Library.

Thursday, August 1: Knotweed Cutting Party on the bank of the Mill Brook, organized by Rockport Garden Club's Invasive Species Eradication Team, headed by Nancy Blue, Laura Hallowell and Holly Yasaitis. Friends of Millbrook Meadow will be invited to help. Cuttings will be collected by DeRosa and taken to feed to gorillas and giraffes at Franklin Park Zoo.

Sunday, August 11, 2013, Thirty-fourth Annual Acoustic Festival. Event scheduled from 12 noon until 6 p.m. Organizer: David Cutler. We will have a table at the Festival for Friends' signups, and to publicize the Meadow and Pond and its other activities. Also perhaps to sell cards, etc.

Monday, September 9th, 2013, Town Meeting. John stressed that it was very important for members to attend and give support to our application for CPC funds.

7. New Business.

Set Next Meeting: Wednesday, August 21st at the Trustees' Room, Library.

10. Adjourn. 9:10 p.m. Marcia moved to adjourn, Ted seconded. All voted to adjourn.

Approved:

Samuel W. Coulbourn

**Copy to: Town Administrator
Director of Public Works**