

HERRING PONDS WATERSHED ASSOCIATION

BOARD OF DIRECTORS MEETING

JULY 9, 2018

205 Valley Road, Plymouth, MA

Submitted by Margaret Burke

Members in attendance: Brian Harrington, Martha Sheldon, Don Williams, Geri Williams, Phil Angell, Ramona Krogman, Lee Pulis, Paula Kuketz, John Foye, Margaret Burke

Brian Harrington brought the meeting to order at 7:00 p.m.

1. Review and Vote

- a. Secretary's Report, vote on April meeting minutes.

Corrections to the minutes by Geri, Martha and Lee were noted and Lee made a motion to accept the minutes with corrections. Martha seconded the motion and the motion passed unanimously. Ramona said she would e-mail the May minutes. There was a discussion about putting the minutes and committee reports on the website but due to the complexities of the task and perhaps, what might be a lack of public interest, it was decided not to pursue this initiative at this time.

- b. Treasurer's Report

John presented the May and June treasurer's reports. The May ending balance was \$22,032.00 and June ending balance \$23,398.00. Geri made a motion to accept the May and June balance sheets and Paula seconded the motion and the vote carried unanimously. John also presented the 6-month budget report for an informational review. John was going to look into his computer program to check exactly what variables it was measuring.

2. Old Business and updates

- i) Outreach for the picnic (Martha)

Martha created a flyer to distribute to residents that might be interested in coming to the picnic. Board members will be e-mailed membership lists by Martha to help identify possible interested people who could be given a flyer. Geri will advertise the picnic in the July newsletter.

- ii) public meeting dates for 2018

Geri said August 13th is the next public meeting. At this meeting the vote for new officers will take place as well as a talk by George Morse one of the owners of the Butterflies of Cape Cod (Bourne MA) [Due to family issue, program replaced with Tick Talk with Blake Dinius, Plymouth

County Entomologist]. There will be a short business session and a social after the formal meeting. The meeting will be held at the Old Testament Church but this still needs to be confirmed. The next public meeting will be October 8th also at the church [Later moved to Wildlands Trust Community Barn]. Doctor Nate Horwitz-Willis, Director of the Plymouth Public Health Department, will speak to our group about any concerns we have about the Pond. Geri also said she was trying to put together a presentation for a Saturday, March 23, 2019 public meeting at the Wildlands Trust on Plymouth Red Bellied Cooters. She indicated that perhaps SEMPBA might bring turtles.

iii) Newsletter inputs

Geri wants to get a newsletter out by July 25th and would like articles submitted by July 20th. Geri will feature the picnic, the August public meeting, membership statistics put together by Martha, and a letter from Brian as well as other topics.

iv) Change the autumn public meeting date from September 24 to 8 October

The public meeting date was changed from September 24th to October 8th [Later rescheduled to Oct. 9th]. It was decided to have an Executive board meeting on September 24th.

v) Review of the annual budget

This was previously discussed

3. Committee Reports

Paula said she would write an article for the newsletter on life jackets. Also, she will make a verbal presentation at the public meeting in August and ask the harbormaster to come next year to speak with HPWA members. She indicated that she had seen serious violations on the pond and was gratified to see the harbormaster visit the pond on a recent weekend.

Lee reported that he spent time with Ivan Mikolji and Jim Smith on Little Herring Pond. Any pictures that he took HPWA will have rights to. Ivan will not be moving to his house in Plymouth for another year. It does appear that the underwater photography project and the wildlife aquarium will not take place this year due to low visibility on the pond when Ivan was present.

New Business

a. Search for new intern

Don will look for a new intern as Tess had worked out so well. He wants the water quality statistics which are "holding steady" put in Excel so that they will be more readable and understandable. He thinks perhaps someone from Rising Tide can do this. He also spoke to Chris Lewis who is a graphic designer about getting the written word out regarding HPWA and

consider becoming a HPWA Board member. Don deferred to Lee to speak about a PR video for HPWA.

Lee reported that he met with professional videographer, Adiel Eshkenazi, who was visiting family on the pond. Adiel had done promotional videos for Camp Bournedale. There was a discussion of possibly having a video done to promote membership in HPWA. The cost could be about a third of his normal multiple video price of \$8,000. It was decided that we need to determine our message, audience and messaging vehicle. A special challenge is to get young people involved in the Association. Brian felt that we should build our membership door to door. Don suggested we use this video resource on our website and social media but Lee said this was already being done and that it did not generate a lot of interest. Paula was not in favor of the video and other suggestions for video involved the owl box, clear cutting, and jet ski life jacket violations. It was finally decided to acknowledge there was a professional in our midst but he has a price.

d) Mission Statement Review

Brian suggested that the mission statement that had circulated and was available this evening be reviewed separately and voted on at a future meeting.

e) Status update on Hedges Pond Lodge

Lee reported that as far as he was able to ascertain the cost of the electricity being turned back on was one issue and making the bathrooms ADA certified was another pending issue that had to be addressed before opening Hedges Pond Lodge . He said the final status report would have to wait until Betty comes back from vacation.

f) Search for New Board Members

Don said he was thinking of two candidates for the Board. One is Chris Lewis and the other Tess Brennan who is an attorney and might be interested in the Government Liaison position. Other candidates might be Jim Smith on Little Herring Pond or Dave Clark.

g) appoint an alternate to run meetings etc. in the event of the absence of both President and VP

Phil raised the issue of an alternate to run meetings in the event that the President and the VP were both absent. It was decided that the Treasurer, John Foye would be the alternate.

h. new graphics on the Picnic Announcement lawn signs to read something like “first Saturday of August, rain date first Sunday of August “instead of reprinting the signs every year for \$20 per sign.

Phil made a case for a generic sign for the annual picnic. It was decided to put “pot luck” on it with the HPWA logo.

4. Meetings Calendar

- a. Scheduled Executive Committee meetings
 - i. Schedule a Nov. and early Jan. dates

It was decided to have an Executive Committee meeting November 19, 2018; December 18, 2018; and February 18, 2019. Geri made a motion to adjourn and Paula seconded it. The motion passed unanimously and the meeting adjourned at 8:56 p.m.

AGENDA for MEETING of Executive Committee July 9, 2018

PLEASE NOTE: WE WILL MEET AT 205 VALLEY RD at 7 pm.

Please tell Brian if you will NOT be attending (I already know about Jack)

Welcome

1. Review and Vote

- a. Secretary's report, **vote** on April meeting minutes - Peg
- b. Treasurer's report -John {Vote}

2. Old Business and updates

- i) Outreach for the Picnic (Martha)
- ii) Public meeting dates for 2018 (
- iii) Newsletter inputs (Geri)
- iv) Change the autumn Public meeting date from 24 Sept to 8 October.
- v) Review of annual budget

3. Committee Reports -

Please try to send in your committee reports to everyone before Sunday.

4. New Business

- a) Search for new intern – Don
- b) Outreach/PR video for HPWA (Don)
- c) Professional Messaging (Lee)
- d) Mission statement review (Brian)
- e) Status update on Hedges Pond Lodge renovation – ((Lee)
- f) Search for New Board Members (Brian)
- g) appoint an alternate to run meetings etc in the event of absence of both Pres. and VP (Phil)
- h) new graphics on the Picnic Announcement lawn signs to read something like "First Saturday of August, rain date first Sunday of August" instead of reprinting the signs every year for \$20 per sign?

5. Meetings Calendar

- a. **Scheduled Executive Committee meetings** are: **20 August and 24 Sept.**
 - i. Schedule a NOV (eg. Nov 12) and early JAN date (eg. Jan 14?) ExCo meetings.
- b. Scheduled future public meeting dates (13 August, and 8 October (?))

Commented [B1]: By an NYC video producer who has strong connections to Camp Bournedale. I will bring a sample priced scope of work that he provided, and for which you can view the results by Googling "Camp Bournedale videos," to the meeting.

Herring Ponds Watershed Association, Ltd

Balance Sheet

<u>5/31/18 Balance</u>			\$	22,032.23
<u>Expenses</u>				
Copies/postage	\$	34.18		
<u>Expense total</u>	\$	34.18	\$	34.18
<u>Deposits</u>				
Dues		<u>\$1,400.00</u>		
<u>Deposit total</u>		<u>\$1,400.00</u>	\$	<u>1,400.00</u>
<u>6/30/18 Ending Balance</u>			\$	23,398.05
<u>Estimated accounts payable</u>				
Water tests	\$	32.00		
Honorarium	\$	<u>100.00</u>		
	\$	132.00		

Membership Committee Report to ExCo—07/09/2018

Martha Sheldon

Membership Numbers as of July 9

To date we have 88 HPWA paid memberships for the current fiscal year, representing 157 people. This compares to 83 paid memberships in July 2017. The return envelopes seem to be a very effective tool in reminding people to return their dues (and making it easy for them to do so). A second appeal is due to go out electronically by mid July to those who have not yet responded to the appeal.

Increased Levels of Giving

To date Brian and Martha have mailed out 36 “donor thanks” letters to those who sent in their membership dues at either the level of Contributing Member (\$50) or Sustaining Member (\$100+). Brian usually personalizes these tax letters with a brief handwritten note. This is a big increase from last year—last year we sent out a total for the year of 25!

Responses from electronic appeal

This has not been successful in getting people to pay their annual membership dues, underscoring the need to obtain a mailing address if at all possible. The process is cumbersome, and people don't seem to bother to send in a check by mail on their own. Fortunately, the numbers in this category are low, and may represent those who attended a workshop but don't actually live in the watershed. Using Patriot Properties I've been able to get mailing addresses for most.

Media and Communications

I took the step (finally!) of not sending snail mail newsletters to those on our rolls who over the years have not paid dues to HPWA. It is too expensive to mail 3-4 newsletters a year without some financial return to the Association. Members who are paid members received their newsletter as always (about 13).

If you are in a statistical frame of mind, you can view “Stats from your 29 Campaigns” in Constant Contact (emails are called “campaigns” in CC language). Log in to Constant Contact, wait for it to load then click on **Reporting** in the black band at the top of the page. Some of the emails that got the most “opens” (the blue line) are the Coyote Talk, 61.5%, the Fall 2017 Newsletter (with the fisher), 56.7%, and the Summer 2018 Newsletter (plants), 58.2%. People like photos of animals and plants! If you are wondering about the email that was

opened by 100%, that was sent to 3 people! Normally we send to about 270 email addresses. Other stats are below:

Opens by device

Mobile 47%
Desktop 53%

Most engaged subject line

HPWA Summer 2018 Newsletter
Sent Fri, Jun 15, 2018
156 Unique Opens
[Subject line tips](#)

CC Log in: username: [REDACTED]
 Password: [REDACTED]

[end]

July 09, 2018

Board of Directors,

The activities and plans of the Water Quality Committee are summarized below:

Activities:

- Jim Smith's April E. coli sample at LHP was probably a spike because the May sample returned to a low value. The May nitrate sample remained low.
- The water quality results from 2017 have been received and total phosphate has continued to remain fairly constant since 2012. While this is acceptable, the goal of the WQC is to reduce total phosphate and improve water quality.
- Kim Tower (Plymouth) has taken the June 2018 water quality sample but Jack and the crew will take the July and August samples. The DMEA was successful in obtaining a number of grants and will be very busy for the next 18 months.
- Jack and the crew have taken 14 E. coli from GHP and LHP. Results are back with a high value of 25 colonies. The maximum allowable for swimming is 80 colonies. Many of the samples had E. coli levels less than 5 colonies (below detectable limit).
- Jack and Don are alternating taking weekly cyanobacteria samples from their docks that will be analyzed by Kim Tower.
- The HPWA DO meter could not be calibrated for the June sampling; Kim will buy HPWA a new probe.
- Don talked with State Senator Vinny deMacedo about runoff. Senator deMacedo was excited by the possibility that runoff remediation might be able to decrease phosphate. He wants to have a tour of what we have done (Don will arrange later in July with Plymouth).
- A WQC meeting was held on June 27.
- With Lee's assent, Don has applied for an intern from Rising Tide for the fall semester to help arrange/display/enter water quality data.

Plans:

- Jim Smith will continue to take monthly E. coli and nitrate samples at LHP in order to establish baseline readings of swan influence on E. coli levels and to assess the health of the Plymouth-Carver aquifer under the Herring Ponds watershed
- The WQC will work with Plymouth to develop new bylaws to protect wetlands and the Plymouth-Carver aquifer.
- Kim Tower told Jack, Jerry and Don that remediation of additional runoff sites will be difficult either due to high water table, limited space for catchment basins or lack of a paved road. Don will talk to Plymouth engineering about possible alternative runoff solutions
- Don will take pictures of the wall of horse manure at a site along Little Herring Pond Road and fill out a complaint as per Dr. Nate's instructions.
- The Watershed Action Alliance is planning a Water Quantity conference on March 29, 2019. They are requesting a grant from Island Foundation for support.
- In order to improve water quality, the WQC hopes to remediate the remaining 4 runoff sites, build the watershed resident education base (with help from Lee's committee), and obtain a watershed management plan grant.

EduCom Report – for July 9, 2018 ExCom Meeting – Lee Pulis

Meeting with new member/magazine design professional

Don arranged a meeting with Lee and new member Chris Lewis on June 21st to discuss Chris's interest in helping with HPWA publications in his area of expertise: creative magazine and print design. His website is: <https://www.chrislewiscreative.com/>. Chris is interested in reviewing our mission statement and priority goals, and then brainstorming ideas how he can help HPWA.

Venezuelan river explorer Ivan Mikolji attended and was introduced at our June 25 invasives program. He is here for three weeks visiting family on Janebar Circle, buying a home in Ponds of Plymouth, and may have time for some underwater photography and setting up a "wild aquarium" for an article about the watershed. A French aquarist magazine is planning to publish his article for an international audience, in addition to Ivan making his video available on Youtube. Lee is assisting Ivan make connections with Jim Smith, Tess, Sara Grady, Camp bournedale, etc. and to gather supplies. Visit Ivan's website at: <https://mikolji.com/>. You can view his underwater video of the Magnificent Bryozoan in GHP at: <https://www.youtube.com/watch?v=ob2sY0utbmo>.



Pine Barrens Partnership Steering Committee met on June 27 at SEMPBA. Topics included habitat mapping methods, signage, National Natural Landmarks Program, and technical assistance grant for Pine Barrens Discovery Center at MSSF. Discussion included concern and planning for probable impending appearance and spread of Southern Pine Beetle in our eco-region. There is a Stewardship Science long-term forest monitoring workshop at 1-4:30 PM on Monday, July 9 at SEMPBA. If anyone is interested in attending Sharl has an opening and thought an HPWA member might like to attend and learn how to monitor the Alper Preserve for citizen science. Lee has more info.

Save the date: Friday, July 27, 7-11 PM for SEMPBA's 5th annual Moth Ball at Wildlands Trust.

Meeting with HPWA member/NYC video producer

Don arranged a meeting with Lee and professional videographer Adiel Eschkenazi on July 1st. Adiel has grown up on GHP and is visiting his family at the north end this summer. He has been

a counselor at Camp Bournedale and has previously done promotional videos for them (e.g.: <https://www.youtube.com/watch?v=yvaZ86nHPsc>). There is opportunity for HPWA to enlist Adiel this summer to help us “get our word out” via high quality video – as a supplement and enhancement to our efforts with email, newsletter, Stewardship Guide, public programs, website, and social media. Since availability and connections are key to this opportunity, we should discuss whether some arrangement with Adiel this summer serves our needs. At our meeting we can review a brief sample proposal that he provided (I will bring), and consider our level of interest, and options for scope and cost.

Status update on Hedges Pond Park Assembly Hall Renovation

Lee will be in contact with Bill Keohan on Monday, July 9 for an update.

Facebook social media posts since last Excom meeting (contributors welcome):

- July 1: Picnic post
- June 28: Shared SEMPBA’s RKG Report on Pine
- June 27: Thanked Wildlands Trust for hosting HPWA’s June 25 Invasive Species Management program
- June 14: Video of Screech Owl about to fledge from HPWA nest box in Ponds of Plymouth (375 views)
<https://www.facebook.com/HerringPondWatershedAssociation/videos/1054726111342113/>
- June 13: Photos of 2 different Screech Owl nestlings
- June 12: Screech Owlet peeking from nest box in Ponds of Plymouth
- June 12: Thank you to Herring Woman and PSHS teacher Lou-Anne Conroy for in-school programs
- June 8: HPWA newsletter with link
- June 5: Share of backyard daytime coyote photos from HPWA member Bob Sheldon
- June 4: Announcement of June 25 Public Program on Invasive Plants - for homeowners
- June 1: Pink Lady’s Slipper photos – blooming now at Alper Preserve
- May 30: Herring count ending – stream photos and thanks to all volunteers
- May 27: Shared post about spring peepers
- May 25: Pink Lady’s Slippers – About to bloom at Alper Preserve
- May 24: Video clip of large school of herring passing our count station (78 views)
- May 20; Share of water quality, quantity, and restoration fact sheets from April 12 WAA legislative breakfast

Committee on Invasives - July 9, 2018 BoD Mtg Report

Jerry Levine

The Committee on Invasives co-sponsored with Wildlands Trust a very successful seminar by Michael Talbot of Environmental Landscape Consultants. He discussed identification of invasive and native plants. He presented a video display of common invasives in our area. There was a discussion on management of the various invasive. The seminar was followed by Q & A from various members of the audience.

He is a very engaging and knowledgeable speaker, I would like to use him in the future.

We had 61 individuals attending the seminar.

I would like to thank Martha and Geri for their assistance in putting this together and marketing the seminar.

I have been in contact with Sara Grady, she and I will be doing our annual sampling for invasives in August. I am looking for a volunteer with a boat to provide us with transportation.

If anyone would like to go along for a ride, Sara is an interesting person with a wealth of knowledge. I do not guaranty a bright sunny and warm day, as the weather is not one of those things that I can control.

I am looking for volunteers to join this committee, I am a novice on invasive plants and would be happy to have others join me in this educational experience.

Program and Newsletter Report – for July 9, 2018 BoD Mtg

I have arranged for George and Ann Morse of Butterflies of Cape Cod to speak for about 30 minutes at our Annual Meeting on August 13th. We usually have refreshments and social time during the last 45 minutes of this meeting. I will bring cups, napkins, small plates, tablecloth, ice, cold tea and cookies. We will also need a couple of board members to bring some juice, lemonade and soda, and others to bring bite size desserts and perhaps some fruit. Usually some members also bring desserts.

Dr. Nate Horowitz Willis, our new Public Health Director, has agreed to speak at our Fall general meeting on Oct. 8.

Brian has requested use of the New Testament Church for both dates.

I can pursue finding someone to speak about the Plymouth Red Bellied Cooter who could bring a young turtle or two they are raising for our March meeting if we decide that would be a good meeting subject. Could we discuss this at the Board meeting.

Newsletter:

I think the newsletter should be sent to our membership at least a week before the Picnic on Aug. 4. to remind people about the picnic and give them all the information about it they need. Also it will give them notice of the Aug. 13 general meeting and the election process.

Hence I will need all articles and information **by July 20th**.

Brian's final President's letter

Don and Jack – Water Quality Committee activities, results of e.coli testing, water clarity, nitrate levels in LHP spring and anything else.

Paula – water safety information

Martha - membership committee report

Lee – Education committee updates

Jerry – Can you write up an article about Michael Talbot's presentation or do you need me to do it. Will you have gone out with Sara Grady for the water invasive species survey that you can report on?

I contacted Ivan Mikolji after our meeting and asked him to contribute an article. I will follow-up with him.

Any other suggestions?

Thanks Geri