

The Herring Ponds Watershed Association

**Board of Directors' Meeting**

March 18, 2019

42 Carter's Bridge Road, Plymouth

Submitted by Secretary Margaret Burke

Present: Don Williams, Geri Williams, Brian Harrington ex officio, Martha Sheldon, John Foye, Lee Pulis, Beth Sobiloff, Ramona Krogman, Margaret Burke, Chris Lewis, Patrice O'Connor, Phil Angell

Chris Lewis spoke to the group about redesigning the membership brochure. He gave his professional background and ideas for informing people of what the Association does and where their money is going. He spoke about the logo, branding and all the working parts working together i.e. the brochure, website, e-mail. **A motion was made to let the membership committee run with it. It was seconded and the motion passed unanimously. Don introduced Patrice O'Connor to the group and there was a motion to accept Patrice as a member at large. It was seconded and passed unanimously.**

The General Meeting minutes of 10/19/18 were approved at the 3/16/19 General Meeting. **There was a motion to approve the 2/26/19 minutes with corrections. It was seconded and passed unanimously.**

**There was a motion and a second to approve the Treasurers Report with an ending balance of \$22K on 2/28/19. The motion passed unanimously.** There was a budget review.

Committee reports were given. It was noted that, in terms of the Invasive Committee Report, Jerry has scheduled a General Meeting for May 19<sup>th</sup> with Michael Talbot who will speak on "Landscaping with Native Plants" at Wildlands Trust. Geri will get a newsletter out for the May meeting.

**There was a motion that Brian will work on bylaw changes i.e. 10-mile radius etc. with the Bylaw Committee. It was seconded and the motion passed unanimously.** Ramona will order t-shirts for the herring counters. Google docs will be one of the options for reporting herring counts. Lee gave the report on the Little Red School House (vote to be rescinded at the next BOS meeting per Ken Tavares), and the dredge dumping project was cancelled. Lee said he needed help for the Herring Run Festival. [DMEA] will [possibly] have its mobile educational trailer there. **There was a motion to contribute \$500.00 to DMEA for the trailer. The motion was seconded and passed unanimously.** HPWA will get [logo] exposure on the trailer.

It was agreed anyone wanting an advanced copy of the BoD agenda can request it by e-mail. **At 9:20 p.m. there was a motion to adjourn the meeting and a second with the motion passing unanimously.**

## **BOD Meeting Agenda 03/18/19**

- 1) General Meeting 10/19/18 minutes approval -- Peg
- 2) Treasurer's February Balance Sheet Report – John
- 3) Budget Review -- John
- 4) Committee Reports – Any Questions?

### **5) Old Business**

- a) Herring Count Budget Request – Ramona
- b) Little Red Schoolhouse Summary -- Lee

### **6) New Business**

- a) Chris Lewis Membership Brochure – Chris (Probably first on agenda)
  - b) HPWA Involvement in Dredge Dumping – Notice to Membership? -- Martha
  - c) May General Meeting – Jerry
  - d) Herring Run Festival, April 27 – Lee
  - e) DMEA Educational Trailer – Lee
  - f) Introduction of Patrice O'Connor as Potential BOD Member – Phil
  - g) Posting BOD Agenda in Advance?
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- 7) Any other business – if none, Happy Birthday, Brian
  - 8) Adjournment

# HPWA Membership Committee Report to ExCo

03/18/2019  
Martha Sheldon

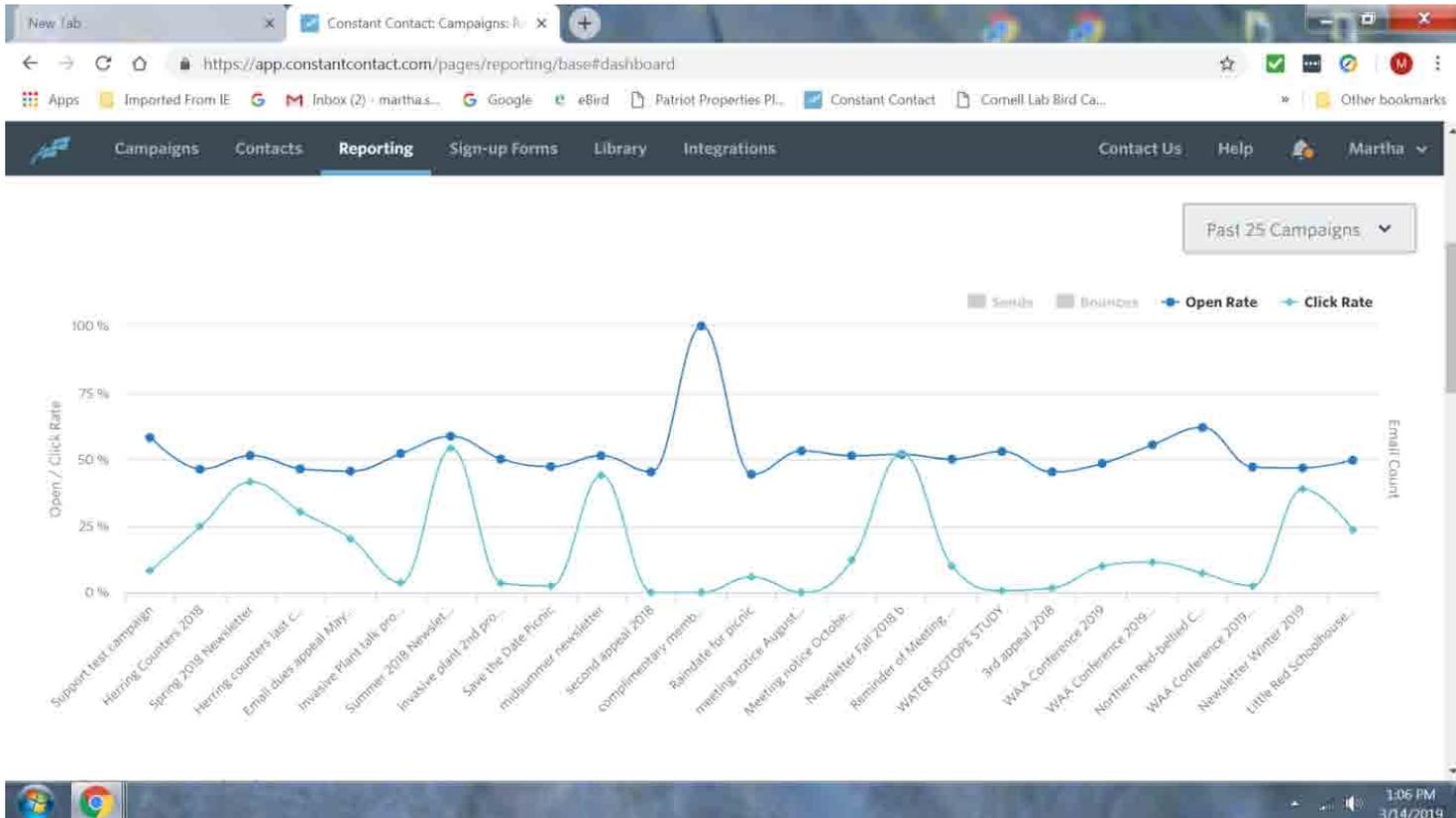
## Membership Numbers – March 18, 2019

**Memberships:** 104  
**Members:** 202

This is our end of year count for 2018 (end of year for 2017 was 97 memberships). Any memberships received after January 1 we generally count towards the present year. The numbers are derived from our Excel spreadsheet, and represent a “true” count. Our email list in Constant Contact shows slightly different numbers, but these variations are due to each email having to be listed separately, and a few members who have no email address. As in the past, John and I will work to keep the membership dues listing up to date.

## Reporting from Constant Contact

You might be interested in this screen shot of the “Reporting” section of our email service provider, Constant Contact. The top blue line shows a fairly unchanging open rate hovering around 50% (ignore the outlier of 100% for an email sent to—and opened by—3 people). It may seem hard to accept, but 50% is in theory a good open rate for a non-profit organization such as HPWA.



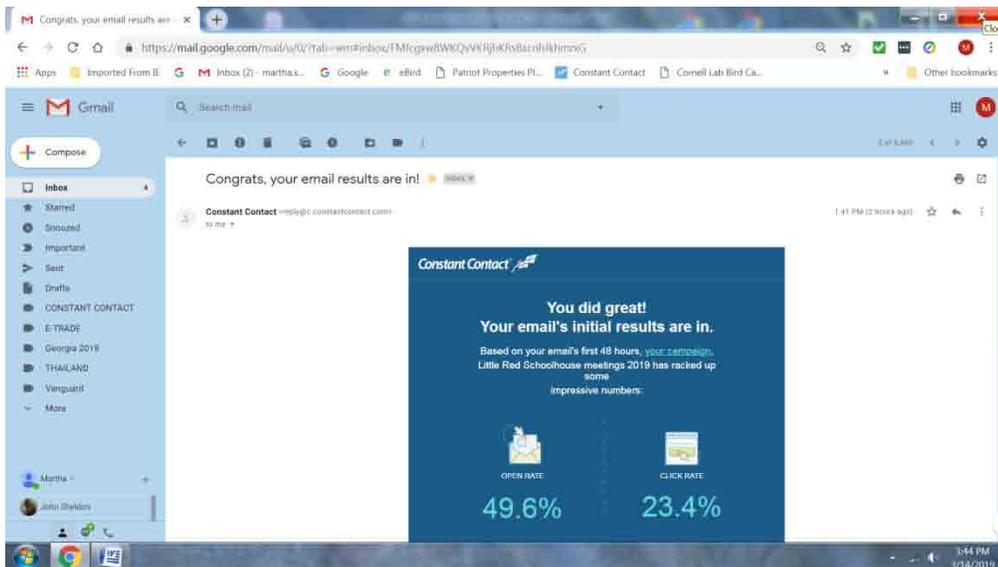
A recent email from CC indicated we were an “All Star Award 2018 Winner” for engagement with our audience. We were last year, too. “Every year, the bar to All Star status gets higher and higher. Only 10% of Constant Contact customers receive it.” Much credit goes to Lee for coordinating with our emails on our Facebook Page.

### How do I become an All Star?

Any Constant Contact customer can be chosen as an All Star! Here’s what we’re looking for:

- Customers who have used our tools for at least 1 year
- High average open (more than 25%) and click-through rates
- Low bounce rates
- Regular communication with your audience
- Any two of these activities:
  - Add a web sign-up tool
  - Add a Facebook sign-up tool
- Regular monitoring of your reports
- Promote your emails or events on social media
- Include links to your social media accounts in your emails or event communications

We had a strong response to our last-minute email about 2 meetings on The Little Red Schoolhouse. Nearly half of our mailing list of 250 people opened the email.



### Turtle Talk at Wildlands

Using an online sign up form, we have been able to track the number of registrants and guests planning to attend the turtle talk on Saturday (49 so far). We have also added 5 new names to our mailing list, an automatic feature of the online sign up.

### Brochure and Marketing/Branding

I’ve been working on and off with Chris Lewis these past months to create a new brochure for HPWA. The brochure will be an important new marketing tool for our membership goals. Chris recently moved to a house overlooking a cove on Great Herring Pond and is a highly gifted magazine and web

designer. We are fortunate to have him advise us. Once the brochure is launched Chris has offered to talk to us (Membership Committee and anyone who is interested) about his thoughts on a comprehensive marketing and branding plan that could align the tools we use to reach our goals. I invite you to take a look at his [website](#).

### **Upcoming**

The Annual Membership Drive will be coming up in May. Thanks to John's foresight we have plenty of return envelopes.

[End]

March 18, 2019  
By Don Williams, chair

Board of Directors,

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

**Activities:**

- Jim Smith's February LHP E. coli sample was low as was the nitrate samples.
- The 2018 testing data was received from Ed Eichner. The total phosphorus was consistently low (around 0.02 mg/L) for all months (June, July and August) tested. This is consistent with the observation that the pond was more clear than usual. There was also less total nitrogen in 2018. Is this perhaps because of the fewer number of gully-washer rainstorms early in the algae growing season? The June Secchi disk reading was 8.5 meters, very high, very clear pond. Conversely, the values for both total phosphorus and total nitrogen were higher in 2017. The variation of both total phosphorus and total nitrogen in Great Herring Pond does not follow that in Little Herring Pond for the distinctly different GHP years of 2017 and 2018

**Plans:**

- Don will talk to Neal Price of Horsley Witten to try to verify the runoff/phosphorous/algae bloom cycle hypothesis.
- Don will also talk to Ed Eichner about the hypothesis.
- A nitrate sample of LHP at-large will be taken in the future to compare with the nitrate sample at the spring site.
- The WQC will work with Plymouth to develop new bylaws to protect wetlands and the Plymouth-Carver aquifer.
- Don will talk to Plymouth engineering about possible alternative runoff solutions when things slow down a bit for Plymouth Engineering.
- An April sample will be important for future years and will be taken.

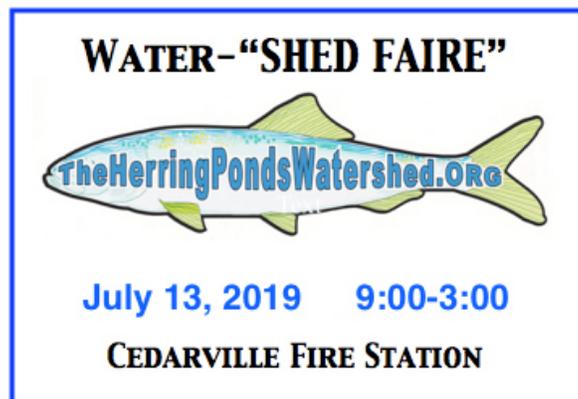
## EduCom Report – for March 18, 2019 BoD Meeting – Lee Pulis

**Funding ACEC Youth Camperships** – John wrote and Lee distributed the three approved \$500 checks to YMCA Camp Clark, Plymouth Recreation Dept. for Hedges Pond Park, and Camp Bournedale. The camps will use their own selection processes, inform the recipients of HPWA’s sponsorship, and provide our Stewardship and Volunteer Action Guide to the families. Each camp is also open to distributing or maintaining for reference as many additional copies of our print materials (Guide and comics) as we opt to provide. Each will also report on outcomes.

**Herring Woman will be at Manomet Elementary STEAM night on March 27** - She has 100 each of our two HPWA super hero herring comics and 8 Stewardship Guides for distribution. [Attend?](#)

**Alper north end boundary marking** – Lee and Jim Smith will accompany DMEA Warden Mike Cahill in marking preserve boundaries at LHP north end, aided by GPS on Tuesday, March 19 at 9 AM. We will also take the monthly E.coli and Isosape samples of the LHP spring at that time. [Meet at Lee’s if you wish to join us](#)

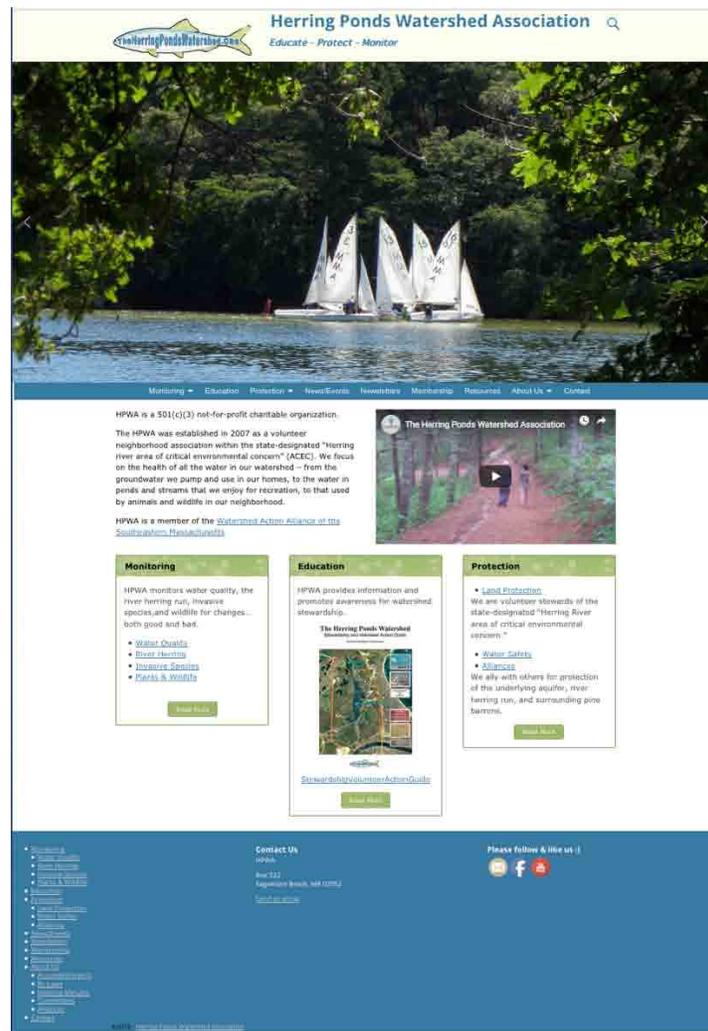
**Shed Faire planning** – As announced in the March 6 Winter eNewsletter, the 2019 Shed Faire is Saturday, July 13, 9AM to 3 PM. Phil has reserved the Cedarville Fire Station as our venue for \$185, with an hour before and after for set-up and cleanup. Plymouth’s temporary sign fee is \$25. All BoD members please begin promoting donations among friends, neighbors, and pond associations. Suggest they can store their donated items ahead of time at Phil’s garage. [Promote donations, make things to donate and sell](#)



**Register to attend [WAA Conference](#)** - \$25 registration fee plus optional \$14 lunch, 8-4:00, Friday, March 29, at Camp Kiwanee in Hanson. Students are free. As sponsor HPWA has a free registration available. Ramona has volunteered to present HPWA’s 5-minute slide presentation. Jerry and Lee are riding up together with our table, easle, poster and print materials. [Participate, promote](#)

**Website updating** - Beth has a review site under construction on the WordPress platform. Here is the link to the website mockup: <http://birchwoodwebdesign.com/~herringponds/>

Our current site remains live and updated by Lee on GoDaddy's platform. [Review and comment on the mockup and standby for more](#)



**Annual Town Herring Run Festival** – Saturday, April 27 – HPWA is in the mix to provide a kids headband coloring and fish ladder activity (See proposed activity diagram at end of report). Lee has attended planning meetings with the Open Space Network of Friends and with David Gould, NOAA, USFSW, and Plimoth Plantation. Publicity will kick in soon. This is again a larger-than-last-year event, with activities through the week before, including a visit by the governor on Monday, a lecture at Wildlands on Wednesday night, and a kids and adults fish parade up Town Brook from the waterfront to the grist mill at 10:00 Saturday. NOAA and DMEA are installing live cameras to the grist mill herring ladder for public viewing on a 55-inch screen and website, and Plymouth is seeking to be the national kickoff site for World Fish Migration Day in 2020. It's going to be a big deal! (Lee reminded NOAA, FSW, Plimoth Plantation, and Town that there are also other runs in Plymouth not similarly lavished with attention and funding...point was taken.) [Start making your fish parade costume, hat, or fish stick; help Lee cutting out fish; volunteer to](#)

help with HPWA's day-of table and fish ladder. Activity materials needed if you have: straw bale, blue tarp, rope ladder, herring predator /scare decoys: heron, osprey, eagle, etc.



Herring Art by Nancy Carroll (Herring Woman) to be carried on sticks in Plymouth parade

**DMEA Mobile Wildlife Education Trailer Project** –DMEA Warden Marc Brulport's display trailer project presents an opportunity for us to make a donation and get our logo on an outside panel. A particularly enticing selection from his wish list would be \$250 for a taxidermy mount of a grouping of three 10" long river herring. [Vote to do this or more](#)

**Herring Count:** Ramona will report. Camo bucket paint is refreshed. [Should we risk another fish sign?](#)

**Pine Barrens Partnership – SEMPBA** – There is a proposal afoot for SEMPBA to move to Center Hill Preserve and expand its focus to bringing together environmental groups including research on regional climate change resiliency efforts while offering collaborative space for smaller nonprofits. They are seeking groups interested in being a part of this exciting new project.

**In-kind logging** – If you are logging and reporting quarterly, remember to send to Linda at end of March. [Reminder only](#)

**Facebook social media posts since last report:** [For info and wider contributions welcome](#)

Mar 14: Shared WickedLocal RE; no sale of Little Red Schoolhouse and no spoils (62 Reach/23)

Mar 14: Shared Exploring Natural Plymouth's Long Pond Rd Green Spots

Mar 14: Shared Frank Mands report on Cedarville Steering Committee meeting

Mar 12: Re-pin to top: Cooter Program Constant Contact post

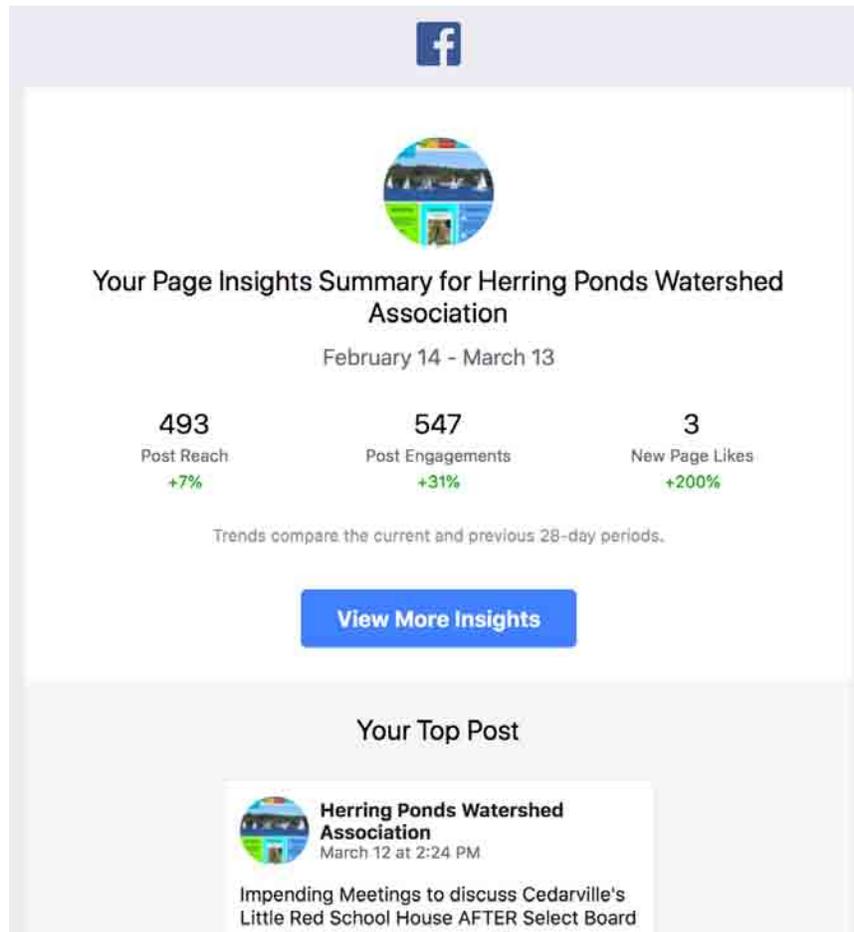
Mar 12: Martha's CC blast to members RE: Impending mtg - Little Red (Reach 391, Engagements 76) + comment w/link to her Letter to OCM

Mar 11: Brian and Martha's photo of eagles on ice at north end of GHP (Reach 120, Engagements 49)

Mar 10: HPWA Camperships announcement with donation invitation (Reach 76, Engagements 5)

Mar 6: HPWA Winter eNewsletter link (Reach 73, Engagements 30)

Feb 17: WickedLocal link to Cedarville dredge spoil mtg at Steering Committee (81 Reach/24Engagements)



Pose at photo-op cut-out board  
Deposit egg, slide down blue tarp

**Hazards:**

- sea gull
- raccoon
- heron
- osprey
- eagle
- otter
- net
- striped bass
- nuclear power plant
- bog
- dam
- poachers
- boats
- eel
- whale
- pollution
- plastic

Hay bale - Dam

People counting & cheering

*Slope*

Blue tarp

People pointing & cheering

Culvert

Rope Ladder

Eat pretzel  
Sip fresh water  
Take ping pong egg

Get herring comics & maze handouts

Acclimation pool

## **Invasive Species Committee Report 3/15/2019**

**Chair Jerry Levine**

The invasive species committee in conjunction with Wildland's Trust will be presenting a seminar at the Wildland's Barn on May 19<sup>th</sup> at 2:00 PM.

The title is "Landscaping with Native Plants", the presenter will be Michael Talbot. The objective is to produce attractive landscapes utilizing native plants and eliminating the need to bring in non-native plantings.

Michael's presentations are always informative and enjoyable.

The logistics of this meeting have been confirmed by Wildland's Trust. I would appreciate volunteers to help with set up and other activities.

