

**FRIENDS OF SPY POND PARK
MEETING MINUTES
October 14, 2018**

Present: Karen Grossman, President, Lally Stowell, Beautification Committee, Marshall McCloskey, Recording Secretary

INTRODUCTIONS and 8/12/18 MEETING MINUTES ADDITIONS AND CORRECTIONS

The meeting was called to order at 7:05 pm. Introductions and experiences in the park were dispensed with as the three attending were familiar with each other and of recent happenings in the park. We reviewed and accepted the 8/12/18 meeting minutes as presented.

TREASURER'S REPORT:

Joanie Walls submitted the following report for August 12, 2018 through October 14, 2018:

Friends of Spy Pond Park	
Treasurer's Report	
Sunday October 14, 2018	
CD - Wells Fargo - 10/10/18	\$ 10,000.00
Checking - Citizens 10/10/18	12,269.02
Total	\$ 22,269.02
Bank Balance 8/10/18	\$ 11,913.50
2018 Donations/Dues (May solicitation)	140.00
T-Shirt Sales -July work day 1, Town Day 1& Fun Day 2	48.00
Donated Ice Bus Booklets Sales - Town Day \$26, Fun Day \$5	31.00
Miscellaneous Donations - Town Day 30.25, Fun Day \$143, Sept work day \$13	186.25
Spy Sticker - Town Day	2.00
Generator - Fun Day	(46.73)
Tools for 2018 Work Days	(128.68)
Fun Day paint brushes & leaf project paper	(24.73)
Bank Service Charges	(5.00)
FSPB Brochures	(139.99)
Book Balance - 10/10/18	\$ 11,975.62
Bank Balance - 10/10/18	\$ 12,269.02
difference	\$ 293.40
outstanding checks	
check #408	153.41
check #409	139.99
total	293.40

Joanie is waiting for final information from Betsy re: Fun Day expenses: it is expected that the final accounting will be in the black. Sally keeps track of the sizes of T shirts sold, and Lally will notify Karen if any particular sizes are needed for next year. Oakes Plimpton has donated 10 additional booklets: 6 "Ice Business" and 4 "Market Farms" with the proceeds from their sales to go to FSPB. Joanie will send Oakes an acknowledgement and a thank you for the donation of these booklets.

All agreed that the \$5000 we approved to be donated to the Conservation Commission project along Spy Pond Park would, hopefully, be used toward installing the section of the pervious path not covered by the Edge Protection and Erosion Control Project, as opposed to helping to fund the crew team's boat ramp. The Arlington/Belmont Crew has their own fundraising effort for this purpose. The section of the proposed pervious path not covered is at the Pond Lane entrance to the Park to the handicapped ramp. There is considerable erosion of the current path at this point every time it rains heavily. Emily Sullivan has replaced Lela Shepherd as the liaison with the Conservation Commission. Karen and Joanie are awaiting word from the Planning Department as how to go about making the \$5000 donation. There is still the possibility of obtaining additional funds for this purpose by reapplying for the grant the Conservation Commission sought from the Massachusetts Department of Conservation and Recreation Recreational Trails, that was previously not approved. The Parks and Recreation Department may also obtain funds under the ADA

(American Disabilities Act).

We have tentatively scheduled the FSPP Fall solicitation mailing for **Wednesday, October 31, 1:00 pm** at Karen Grossman's condo. Karen will contact the regular volunteers for assistance and compose the solicitation letter and the Potluck & Annual Meeting notice. The mailing must go out before November 3rd, per our current non-profit mailing permit. The current database can be used by Fred Moses to provide the list of people for the mailing list labels as in the past. This should be done as soon as convenient. Marshall has to send this list off for CASS processing (CASS stands for "Coding Accuracy Support System." It means that your addresses have been checked for accuracy against the Postal Service's database using an approved system). Any people added at our next Work Day (October 20) can be addressed manually.

BEAUTIFICATION:

Lally reported that Capital 1 sent volunteers to both the August and September Work Days, as did Curtis Puncher with Scout Troop #313 and Charles DeVirgilio with his martial arts students and parents. Much work was done cleaning the cobblestones, maintaining the trenches along the fences and planting beds, pulling invasive plants, and general park cleanup. These tasks are, of course, always ongoing. Karen talked to troop #306 (email address 306@gmail.com) in the hope of recruiting them next year.

People Making a Difference® (PMD) is coming in October. They will bring wading boots, and their own pruning shears to cut back vegetation along the shoreline. The Arlington Girls Swim Team is also expected with around 20 members. Karen saw an environmental group watering trees and wrote a request for them to come to a future Work Day. She also noted that the drain on Linwood Street needs to be cleared. Colin Blair did not identify any ash trees in the park, re: the ash borer problem, but will look again with help from someone from the Arlington Tree Commission. Anne Ellinger continues to do an excellent job of posting the newsletter on the park bulletin boards.

Marshall noted that the shed has some mildew on the outside plastic walls. Lally cleaned the shed of mildew last year and thinks that soap and water may be all that's required. This might be a project for the upcoming Work Day.

WEBSITE AND DATABASE:

Fred Moses reported to Karen that his research indicates that it will cost between \$200 to \$300/month to contract a company to maintain the website and the database. (a minimum of \$2400/year). This is a considerable expense, amounting to about 50% of FSPP present annual sources of income. Lally questioned the utility of going forward with this. Karen suggested that we look into how Robbins and Menotomy Rocks Parks handle this issue. Marshall will inquire into this, and also investigate the possibility of importing the data from our current Ironspeed (a now defunct company) based database to some other platform e.g. MySQL, Oracle, etc. that is fully supported. Supporting the website, as well as the database, in a more minimal fashion will also be investigated. Karen noted the need for having someone handle FSPP social media requirements.

COMMUNICATIONS: Sally Hempstead set October 14 as the deadline for articles for the Fall/Winter 2018 Newsletter. Karen is awaiting photos from Fun Day from Elaine Crowder for Jamie Ciocco to finalize the layout. We did not get a response from the Arlington Town poet laureate for this issue. Elaine Crowder wrote an excellent article for the Arlington Advocate, published there and posted on our website.

OUTREACH: We attempted to use our Mail Chimp account to contact people on Elaine Crowder's Publicity list, but we were unsuccessful due to using her email address as the reply to address. Her publicity list is a list of all the organizations she contacts on our behalf re: FSPP events, i.e. the Arlington Advocate, ACMI, etc.

Karen noted that we normally get a 19% to 34% open rate on our Mail Chimp messages that we currently send to 924 subscribers. However, the recent notice about the 47 Spy Pond Lane building development issue got a 51% open rate, and a 13.1% click rate on the link in the message from people interested in getting involved in the proceedings.

NEW BUSINESS AND NEXT MEETING:

December 2, 2018, in the Cyrus Dallin Museum basement function room. 5 pm Pot Luck supper, and 6 pm presentation by Emily Sullivan, our new liaison with the Arlington Conservation Commission.

The meeting was adjourned at 9:05 pm.

Respectfully submitted 10/17/18
Marshall McCloskey
Recording Secretary