

Minutes Hinckleys Pond Association Board of Trustees meeting

Tuesday, Sept 13, 2016 7:00 pm Ruth Anderson-Zabre House, Headwaters drive

In attendance: Ruth Anderson-Zabre, Stanley Selkow, Jane Temple, Anne Gaudet, Joan Sacchetti, Jane Anderson, Simon Evans, Robin Michaels

Committee Reports:

Outreach Committee - Reported by Anne Gaudet

General Letter - The Outreach committee's letter was presented. The board agreed a letter should go to the entire "Pond list"- (all contingent pond residences) both members and nonmembers to explain the purpose of Hinckley's Pond Association and describe the major concerns for the health of our pond. This letter should reference our 501(c)(3) status, and also the cyanobacteria blooms that have been recorded on the pond in recent years. The consensus was that two letters might be useful – one for fall, one for spring. Fall could be more introductory, outline our goals, include a link to our website and/or to educational information and mention a few key dates such as the annual meeting; the spring letter could include an introduction to a planned workshop on the health of our pond(s), open to the public as well as area residents. It was agreed that as soon as possible Stanley and Ruth will make revisions in the current letter (keeping it to one-page length) and then the Outreach Committee and Al Silverstein would make final revisions and organize a mailing. Simon Evans said he would try to create a logo that could be part of either or both mailings. Spring mailing could follow the same process. It would include workshop dates, Boat Parade date, etc.

Workshop: All agreed a workshop is an excellent way to advance our mission with residents and the general Harwich population. There are no detailed plans yet, but the board member agreed it should be in the spring. Among the suggestions were that the workshop include 2-3 key speakers, that it follow the annual HPA meeting (Sat. June 24), that it be open to the public, and that Harwich Conservation Trust be included as speaker source or possibly allow access to their membership and PR venues.

General Discussion:

Mailing/Membership lists: There was a great deal of discussion about setting up mailing lists for members and nonmembers, with some attention to lists for the "Sub groups" e.g. Book group, social committee, "Angie's Pond list". Concerns were expressed about invading privacy, unauthorized use of mailing lists, and simple "over emailing." All agreed while this is a legitimate concern it is not a critical concern for this organization at this time. It was agreed that a simple Master list of all residences, members and nonmember's can be used, "curated" from time to time for duplication and updating. Individual email addresses can be grouped on each mailing to protect privacy. Other sub groups will use their own attendee lists separate from the "master list." Those who wish to be removed from any mailing list will request that through an easy step in response to an email.

Newsletter: There was discussion of creating a pond newsletter. Some thought this was the goal of the outreach committee and would certainly fit within a marketing/pr plan. However others felt it was way too early in our association life to do this on a regular basis, and for now, consensus was that Jane Anderson would update website with information, meeting date, and tips for residents to improve the

pond with small steps on their own property. These updates would be added to the website as they occur.

Town Meetings: Ruth Ander-Zabre offered to gather information about various town and public meetings regarding water issues. Those dates could also be posted on the website.

Social Committee, Reported by Jane Temple

Summer Social Events The Social committee will determine dates for various 2017 events including Full Moon Paddle (s), Boat Parade, Block Party at its next meeting, 9/25. After some discussion about these dates, the board agreed the boat parade should not take place on Labor Day due to school and college start dates. It was also agreed that a non-holiday weekend should be considered in July or August. Then the so called block party could possibly take place over Labor Day weekend. These events should be spread out over the summer and each should have a different venue around the pond – both “sides” - to include all appropriate areas.

The board also agree that various dates could be set by the social committee and reported on the website and/or in mailings to the area residences.

Jane also mentioned the various ongoing Social Connections: Women’s Book Group & Pond Angie Resource-Sharing List

ACTION STEPS:

1. Stan and Ruth will revise Letter#1 of 2 and return to the Board and outreach committee for further revisions and mailing
2. Jane Anderson will begin the process of collating mailing list, and merge/purge
3. Social Committee will begin to set up a calendar of dates for events
4. Ruth Anderson-Zabre will collect list of important meetings for residents to attend