



Manhasset Bay Protection Committee

January 11, 2018, 7:30pm
Supervisor's Conference Room, Town Hall

Attendees: Chuck Idol (alternate, Baxter Estates), Pasqua Dziadul (Sands Point), Chris Shannon (Councilwoman DeGeorgio's office), Nora Haagenson (Mayor, Baxter Estates), Bruce Bent, Kay Ullmann (Trustee, Sands Point), Kevin Braun (Town of North Hempstead), Ray Herbert (Plandome), Bob Keane (Chairman, Port Washington North), Kate Hirsch (Flower Hill), Jed Siegel (Plandome Manor), Annie Mendelson (Great Neck), Jennifer Wilson-Pines (Manorhaven), Matt Temares (Town of North Hempstead), Sarah Deonarine (Director)

<<quorum in attendance>>

Meeting was called to order at 7:36pm with a quorum in attendance.

Note: Action items are in ***bold highlighted, underlined italics.*** Motions are highlighted in blue.

Monthly updates:

Website/social media/marketing update

Chuck Idol reviewed the [Monthly Web Site Status Report](#) and what has been done since the last meeting. GUI (Graphical User Interface) hasn't been done yet, but, when it is, we will target mobile web use as most internet use is on a mobile phone. Chuck has set-up a YouTube account and the ability to collect e-mails and send out mass e-mails.

The Committee is starting its first ever e-newsletter, which will be sent every month. People can sign-up for this e-mail by clicking the link on our home page. There was some discussion about sending previous newsletter(s) to new sign-ups, this will be achieved by having a webpage dedicated to past issues of the newsletter. **Kevin Braun made a motion to send out first electronic newsletter (pending Director final approval) and to add the e-mail addresses of the member representatives in attendance to the mass mailing portal. Jed Siegel seconded. All in favor, non-opposed or abstained.**

Discussion & Motion points:

Kate Hirsch made a motion to accept the minutes of November 9, 2017. Jennifer Wilson-Pines seconded. All in favor.

Fuss & O'Neill water quality report – discussion was tabled until we've received all of the final deliverables.

State funding for water quality monitoring (\$40,000 for 4/1/17 to 3/30/19): last year the north shore protection committees pursued a dedicated line item in the state budget to support our water quality monitoring – it almost happened, but ultimately did not. This past fall, Eric Swenson heard from Senator Carl Marcellino's office that they had identified \$125,000 in the DEC's annual budget to support water quality monitoring. Deonarine worked up a budget for water quality monitoring covering 2017 – 18.

The Committee discussed the project matrix, both the format and which projects the Committee should pursue (changes made directly in matrix). Additionally, **a 20th Anniversary planning subcommittee was formed: Jennifer Wilson-Pines, Kevin Braun, Sarah Deonarine, Jed Siegel, and Nora Haagenson.**

- Sarah Deonarine, Executive Director •
- Email: mbpcExec@gmail.com •
- www.manhassetbayprotectioncommittee.org •

Updated: 2/9/2018

Other updates:

- 2018 dues are considered set after 60-days from 11/9
- Deonarine has begun working up data collected in 2016 – 17 for the next water quality report.
- The replacement educational sign for the one vandalized is in hand; it will be installed this summer after some work is done at Sunset Park.
- Our Water Quality Improvement Plan proposal was not funded. Chuck Idol and Sarah Deonarine are going to break down the last WQIP to see what was accomplished.
- Pasqua Dziadul, who has been a long time member representative of Sands Point is leaving her post. This announcement was met with a lot of gratitude for her service, but also sorrow at seeing her go.
- CESSPOOL partners have been working with Senator Phillips' aide on proposed state legislation on septics. Senator Phillips plans to have a septic forum in the near future to help educate the public.
- GIS mapping project -- Bowne Management Systems initiated work with the 21 municipal partners on February 24, 2016. They have performed data assembly, analysis, and GIS mapping. Bowne is also developing a Priority Waterbody List with reference to Section 303(d) list of Impaired Waterbodies requiring a TMDL. Additional activities include: performing an outfall inventory/inspection for all MS4s; defining a preliminary storm sewershed boundary polygon for each outfall identified and inspected; and coordination with consortium members to obtain lists of facilities owned and/or operated by the municipalities. Field investigations began on April 28, 2017 and are still being conducted.

Municipal updates

The Town of North Hempstead just unanimously passed a water front moratorium from Sunset Park to Manhasset Bay Yacht Club. The Town will be reviewing zoning to see what improvements can be made to preserve waterfront and public access.

Executive Session

Kevin Braun made motion to increase salary of the Executive Director from \$35 to \$37 per hour effective immediately. The motion was seconded by Jennifer Wilson-Pines and passed unanimously. Executive session was ended.

Upcoming meetings and events:

- Volunteer alewife monitoring training: March 1st 7 – 8pm at the Manhasset Public Library
- February 8, March 8, April 12, May 10, June 14

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Manhasset Bay Protection Committee
MONTHLY WEB SITE STATUS REPORT
DECEMBER 2017

<http://www.manhassetbayprotectioncommittee.org/>

The following are the key initiatives and results:

- Continued to develop new and replace old pages.
- Setup Mass eMail (MailChimp) tools - (Signup Form Installed on Web Site)
- Setup Google tools (YouTube Page, PPT Embedded Presentation, Blogger)
- Updated Master Links Index page with all listings / pages hosted on the server.
- Pulled old outdated html files off server.
- Set up self-serve PDF_PUBLIC file for Educational material and Minutes.
- Started testing several new GUI/UI interface programs for 2018 release.
- Loaded 4 Video files to MBPC YouTube Chanel. (Great marketing opportunity).
- Share page tracking tool added to site.
- Continuing to fine tune old pages text and standards.
- Introduced several new pages.
- Cleaned up link list index page.
- Embedded TONH key videos into Home/ Index page.

Requirements and Statement of Work - (Proposed):

2018 Goals and Objectives / Requirements:

- Grow the Email mailing List
- Leverage the Web & Social Media Sites to provide educational material to Community.
- Design Site to target unique educational groups
(Teachers, Students, Boaters, Home Owners, other general users of Manhasset Bay).
- Create and Distribute a Monthly Newsletter via Mass eMail and Social Media.

Statement of Work (SOW)

- Formal Requirements and SOW updated for tracking.

SPECIAL NOTES:

***** Special thank you to Sarah who has help review and test and coordinate many of these updates for functionality / UAT and content.**

***** Sarah received a thank you from the TONH for integrating TONH video into MBPC Home Index Page.**