



# Manhasset Bay Protection Committee

## Minutes: September 7, 2023, 7:30pm

### Town Hall, Law Library

**Attendance:** Bob Keane (Chairman, Port Washington North), Kevin Braun (Town of North Hempstead), Charlie Interrante (Nassau Co), Gary Lewandowski (Flower Hill alternate), Tom Lang (Plandome Manor), Nora Haagenson (Mayor, Baxter Estates), Maria Branco (Baxter Estates, alternate), Kristina Lobosco (Plandome Heights), Samantha Wilder (Water Quality Coordinator), Jennifer Wilson-Pines (Manorhaven), Annie Mendelson (Great Neck), Ebi Victory (Kings Point), Carey Ye (Kensington), Sarah Deonarine (Director)

**Meeting was called to order at 7:37pm with a quorum in attendance.**

Note: Action items are in **yellow highlight**. *Motions are in italicized underline.*

#### **Discussion & Motion points:**

1. *Nora Haagenson made a motion to adopt the minutes of June 8, 2023, as edited.* Tom Lang seconded. All were in favor and the motion carried.
2. *Jennifer Wilson-Pines made a motion to retroactively accept and send the Committee's letters of support for the Town of North Hempstead's Climate Smart Communities and Local Waterfront Revitalization grant proposals.* Maria Branco seconded. All were in favor and the motion carried.
3. *Maria Branco made a motion to accept and submit the Committee's [comments and 7 project ideas](#) for the NYS Environmental Bond Act.* Tom Lang seconded. All were in favor and the motion carried.
4. *Kevin Braun made a motion to set the last 2023 meeting dates as October 12<sup>th</sup> and November 16<sup>th</sup>.* Nora Haagenson seconded. All were in favor and the motion carried.
5. Deonarine then gave an overview of the summer social media advertising:
  - a. Spent \$163 of the approved \$500 on 6 campaigns; only focused on social media so far
  - b. The campaigns were successful in garnering new newsletter subscribers and social media followers, though it's impossible to parse out exactly how many
  - c. **Some recommendations for moving forward: tap into village newsletters and send our website for them to link to; engage with the local newspapers; advertise our events in the Patch**
  - d. It was agreed that this (social media) is a new avenue and that the Committee should continue to advertise in this way.

- Sarah Deonarine, Executive Director •
- Email: [mbpcExec@gmail.com](mailto:mbpcExec@gmail.com) •
- [manhassetbay.net](http://manhassetbay.net) •

- e. It was also decided that it was a good idea to do an experiment to see what the results were of campaigns that were paid vs. pushed out by Committee members
6. The Committee then discussed the annual boat tour, which is used to educate the various government officials on Manhasset Bay and the issues affecting it (especially given there is a lot of turnover in politics, so it was good to educate them regularly). The Committee has been doing this for years (well over a decade) and its focus is environmental and educational (the Port Washington Library does a boat tour for the public, but it's historical in focus). It was decided that the Committee needs to focus on rebranding (e.g., fact finding, educating, bay observation session) and with an accomplishment at the end. The Committee also discussed having representatives attend the annual March Town Board to educate the council members about the Committee and the things the Committee does. **The Committee will begin discussing this again at the January meeting.**
7. New business: Maria Branco made a motion to waive the insurance requirements for the Water Quality Coordinator, Samantha Wilder. Carey Ye seconded. All were in favor and the motion carried.

### **Updates, Reminders, & Municipal Updates:**

- The Seabin floating trash receptacle is now up and running at Capri Marina. Now that the hardware is installed, it'll be an easy in and out each year. Capri is working out some kinks in its operation and they have been in touch with Capri in California, which has had a Seabin for several years. This was purchased with a grant from the Nassau County Soil & Water Conservation District. The plan is to begin collecting data on what it removes from the water next year.
- WQIP<sup>1</sup> – The Community Outreach Plan has been submitted to DOS. We're currently waiting on the watershed characterization report – that will be discussed at the Committee's next meeting. Kevin Braun and Sarah Deonarine had a productive meeting with Nelson, Pope, and Voorhees to iron out next steps and responsibilities.
- 2023 Water Quality Monitoring Season recap (Samantha Wilder) – everything went well. There were no fish kills this summer. Great Neck dissolved oxygen got below 3 mg/L.
- Dolphins were seen last weekend at Half Moon Bay.
- Shellfish Density Survey – the draft report is going to Committee representative inboxes Friday and this will be discussed at the next Committee meeting. **Committee representatives, please review and provide comment.**
- Shellfish Seeding Grant from EPA for the North Shore embayments – the RFP looking for shellfish seed suppliers has been released with the closing date in October.
- Baywalk Beach Clean-up with Kostal Paddle was on Saturday, August 12<sup>th</sup>. Over 70 volunteers collected over 360 pounds of trash, most of that light weight items as the top



<sup>1</sup> Water Quality Improvement Plan; funded by grant from NYS Department of State (DOS) under Title 11 of the Environmental Protection Fund

- Sarah Deonarine, Executive Director •
- Email: [mbpcExec@gmail.com](mailto:mbpcExec@gmail.com) •
- [manhassetbay.net](http://manhassetbay.net) •

three most collected things were cigarette butts, tiny pieces of plastic (less than 2.5cm), and plastic bottle caps. Several large, heavy objects were also collected – something made possible by the rentals from Kostal Paddle, since these were all retrieved from the water. These larger items included a tire, several dock floats, and the metal bowl of a charcoal grill.

- Water quality report RFP status – The RFP was reviewed by a subcommittee, finalized, and sent to the Town for review, but there were personnel changes in the Town procurement office, which has currently stalled progress.
- Nassau SEPTIC grant:
  - a. The program is close to 100 installs.
  - b. Septic Smart Week is 9/17-22 and we are working on a press conference with NC Legislature Majority Leader Nicoletto and possibly the County Exec at the Locust Valley Library which recently installed one.
  - c. Oyster Bay Cove has mandated I/As for all new construction and substantial reconstruction. East Hills may also do so soon. Kings Point and Baxter Estates are also considering this legislation
  - d. NCSWCD<sup>2</sup> and Justin Jobin will be giving a presentation at a national conference in Virginia in October.
- Sunset Park being transferred from the Port Washington Water Pollution Control District to the Town is on Town Board agenda again. No details are currently known.
- Dayton Park and Pelligrino Park restoration project (update from Port Washington North) – FEMA-funded project to stabilize the shoreline and recapture land lost due to Sandy and add mitigating measures to protect shoreline in the future.

#### **Upcoming meetings and events:**

- Upcoming meetings: October 12<sup>th</sup> and November 16<sup>th</sup>
- Next meeting topic: Draft watershed characterization report; draft shellfish report
- Baxter Beach Clean-up – Sunday, October 1<sup>st</sup> at 9:30am – getting permission for parking

*The meeting adjourned at 8:58pm*

---

<sup>2</sup> Nassau County Soil and Water Conservation District

- Sarah Deonarine, Executive Director •
- Email: [mbpcExec@gmail.com](mailto:mbpcExec@gmail.com) •
- [manhassetbay.net](http://manhassetbay.net) •

### **Bond Act Comments**

- At \$200M for the entire state, there is not enough money for water quality infrastructure

### **Bond Act Projects**

- Manhasset sewerage
- Sewer hook-ups
- Other sewer expansions
- Stormwater retrofits at Sunset Park and Manorhaven Beach
- Increasing the marine laboratory capabilities of the Town of Hempstead (this has been something the PCs have wanted for years)
- Baxter Beach improvements \$3M – tidal wetland, beach restoration, etc
- Extending outfalls from WWTPs

- Sarah Deonarine, Executive Director •
- Email: [mbpcExec@gmail.com](mailto:mbpcExec@gmail.com) •
- [manhassetbay.net](http://manhassetbay.net) •

Updated: 10/20/2023

## \* Social Media Ads

- Approved \$500; spent \$163 and counting
- Only focused on social media



**Ad preview**

Sponsored

Unsecured trash is a major source of debris (both big and small) to Manhasset Bay. Be sure to take garbage home and dispose of it properly in order to #KeepTheBayBeautiful. #CarryInCarryOut #ManhassetBay #ManhassetBayProtectionCommittee

**Carry it in. . .**

**Carry it out.**

**Performance**  
\$40.00 spent over 20 days.

<b>Post engagements</b>	<b>Reach</b>	<b>683</b>
<b>339</b>	<b>Cost per Post engagements</b>	<b>\$0.12</b>

**Activity**

Post engagement	339
Post reactions	336
Link clicks	1
Post shares	1
Post saves	1

\* **Goal: To get more engagement (newsletter sign-up)**

**Ad preview**

#springcleaning #ManhassetBay #stormwaterrunoff

### Stormwater Tip:

This spring, be sure to sweep around your house and driveway instead of using a hose. Using a hose can result in pollution ending up in our storm drains. This pollution then travels, untreated, to Manhasset Bay.

MAILCHIMP  
Manhasset Bay Protection Committee Newsletter Sign up

**Performance**  
\$14.00 spent over 7 days.

Post engagements	61	Reach	593
		Cost per Post engagements	\$0.23

**Activity**

- Post engagement: 61
- Post reactions: 56
- Post shares: 3
- Post comments: 1
- Link clicks: 1

\* **Goal: To get more engagement (newsletter sign-up)**

**Ad preview**

Manhasset Bay Protection Committee  
Sponsored

Summer 2023 Quarterly Newsletter with LOTS of information including how you can improve the Bay and get reimbursed for it - <https://mailchi.mp/88cfd99010/summer2023>

The Manhasset Bay Protection Committee Quarterly Newsletter

News From the Bay

617 6 15

Share

**Performance**  
\$39.03 spent over 20 days.

Post engagements	447	Reach	2,198
		Cost per Post engagements	\$0.09

**Activity**

- Post engagement: 447
- Post reactions: 413
- Post comments: 5
- Link clicks: 2
- Post shares: 2


\* **Goal: To get more engagement (clicks)**

### Summer


Performance	
<b>Reach</b>	<b>4,607</b>
Organic	2,467 (54%)
Paid	2,172 (46%)
<b>Engagements</b>	<b>648</b>
Comments	14
Shares	17

### Winter

Performance	
<b>Reach</b>	<b>87</b>
Organic	87 (100%)
Paid	0 (0%)
<b>Engagements</b>	<b>3</b>
Comments	0
Shares	0



\* Compared to previous newsletter



**Performance**  
\$34.85 spent over 22 days.

<b>Event Responses</b>	<b>34</b>
<b>Reach</b>	<b>1,468</b>
<b>Cost per Event Responses</b>	<b>\$1.02</b>

Activity on Facebook | Activity on your website

Post engagement: 59

Post reactions: 36

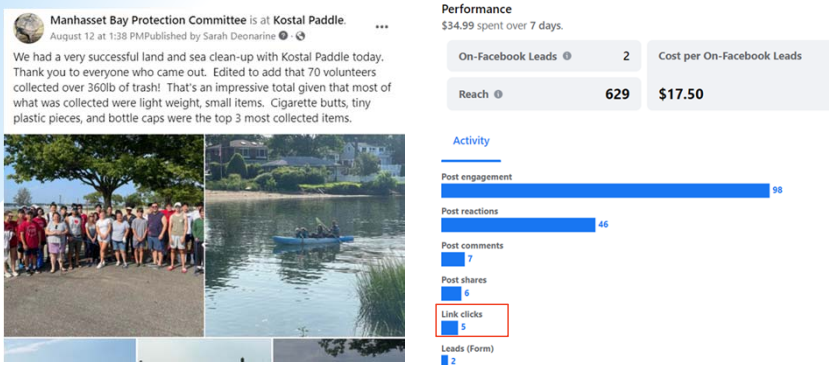
Event responses: 34

Link clicks: 18

Post shares: 3

Post comments: 2

\* Goal: Increase awareness (event sign-up)



**Manhasset Bay Protection Committee** is at **Kostal Paddle**.  
August 12 at 1:38 PM Published by Sarah Deonarine

We had a very successful land and sea clean-up with Kostal Paddle today. Thank you to everyone who came out. Edited to add that 70 volunteers collected over 360lb of trash! That's an impressive total given that most of what was collected were light weight, small items. Cigarette butts, tiny plastic pieces, and bottle caps were the top 3 most collected items.

**Performance**  
\$34.99 spent over 7 days.

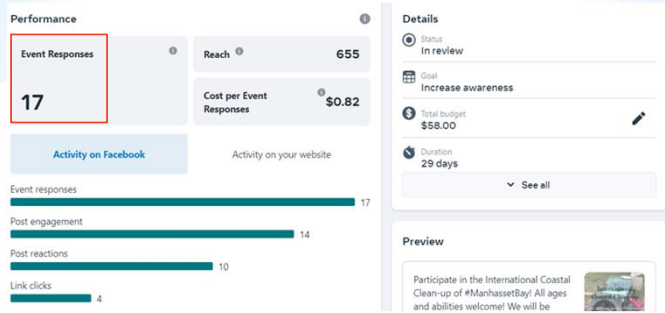
On-Facebook Leads	2	Cost per On-Facebook Leads
Reach	629	\$17.50

**Activity**

Post engagement	98
Post reactions	46
Post comments	7
Post shares	6
Link clicks	5
Leads (Form)	2

**\* Goal: Get customer contact (newsletter sign-up)**

**\* Fall clean-up event page got us a new Facebook follower right away**



**Performance**

Event Responses	17
Reach	655
Cost per Event Responses	\$0.82

**Activity on Facebook**

Event responses	17
Post engagement	14
Post reactions	10
Link clicks	4

**Details**

Status: In review

Goal: Increase awareness

Total budget: \$58.00






Duration: 29 days

**Preview**

Participate in the International Coastal Clean-up of #ManhassetBay! All ages and abilities welcome! We will be

**\* Goal: Increase awareness (event sign-up)**



	At our recent clean-up with Kostal Paddle at Manorhaven Beach, Assemblymember Sillitti picked up a baseball cap that had been lost by the Committee's Director the previous Monday while water quality sampling near Great Neck! This highlights several different... Fri, Sep 1	Post reach 24	Engagement 0
	International Coastal Clean-up Fri, Sep 1	Post reach 0	Engagement --
	"Every human on earth—even the most indifferent, laziest person among us—can be part of the solution." It's nice to see that the UN respects my life goals. Protect #ManhassetBay #wecanallhelp Wed, Aug 30	Post reach 12	Engagement 0
	-- Wed, Aug 30	Post reach 11	Engagement 0
	We don't have flamingoes, but we do have tidal and freshwater wetlands. Mon, Aug 28	Post reach 24	Engagement 0
	Our clean-up last weekend at Manorhaven Beach with Kostal Paddle also saw cigarette butts as the #1 collected item. Other top items included tiny plastic pieces and bottle caps. Please be sure to properly dispose of ALL your trash to keep #ManhassetBay beautiful and... Fri, Aug 18	Post reach 28	Engagement 1

**Compared to posts that weren't paid for**

- \* Spent \$163 on 6 campaigns
- \* We got new subscribers and followers
- \* What is our goal?
- \* How much do we want to spend?
- \* What do we want to spend it on, especially given the performance of non-paid for posts?

**\* Social media summary**