Willard Beach Master Plan Committee
Meeting Minutes
Monday, October 21, 2019, 6:30 pm
Conference Room, South Portland Public Works, 929 Highland Ave.

Present - Voting Members - Kevin Adams (Director of Parks and Recreation, City of South Portland), Kristina Ertzner (Park Ranger, City of South Portland), Steve Puleo (Community Planner, City of South Portland), Peter Wilson, Catherine Bickford (arrived 6:40), Ashley Kilmartin, Emily Wright, Peggy Stewart, Adrian Dowling, Pedro Vazquez. Quorum established.
Absent – Lisa Thompson, Claude Morgan (non-voting member)
Public – John Murphy

1. Review and Approval of September 26, 2019 Meeting Minutes
   • Vote - minutes approved unanimously
   • Discussion - Pedro moved to correct misspelling of his name, Vote - approved unanimously (corrected).

2. Creating a Vision Statement - Brainstorm and Discussion
   Kevin moderated a brainstorming session aimed at throwing out ideas for the committee’s vision statement. The group came up with the following ideas:
   • Adrian - well maintained
   • Ashley - high quality
   • Steve - health and sustainable
   • Pedro - responsible stewardship
   • Peter - good accessibility
   • Pedro - safety
   • Fun/enjoyable
   • Emily - encourage broad use
   • Peggy - place to be proud of
   • Steve - community ownership
   • Ashley - maintain and improve ecological standards
   • Emily - enhance education
   • Adrian - resilient
   • Catherine - education and maintain wildlife habitat
   • Pedro - preserve history
   • Kristina - preservation of natural resources
   • Catherine - boat usage and storage
   • Diverse recreational uses
   • Archeological artifacts
   • Catherine - natural horticulture
   • Being good neighbors
   • “Complete beach” transportation plan – low barriers to access
   • Unloading zones
   • Improve facilities
   • Relationship building with stakeholders
   • Marketing and communication
   • “This is really nice!”
   • Community engagement (Kristina – WestMarine cleanup)
   • Coalition of stewards
   • Storm team
   • (Added later – make sure that we are actually in compliance with the law re. DEP performance standards)
The committee discussed where we go from here in creating our vision statement. We decided to use this brainstorming as a jump start but to wait to create the actual statement until we have made a decision whether to hire a facilitator, who if hired would help us with that process.

3. Creating a Public Survey - Brainstorm and Discussion
   - Several committee members suggested using the same methodology as the recent open space survey with distribution through the community newsletter, facebook, online and print version.
   - Discussion of the need to reach South Portlanders and non-residents.
   - Adrian reminded the group that the council order provides that we get several forms of input from community.
   - Discussion of Possible Survey Questions
     - Resident of SP or not
     - Own or Rent
     - Adrian – what do you view as biggest challenge at WB
     - What is the best thing about WB
     - Maintenance ranked 1 – 5
     - Water Quality
   - Steve brought up the idea of creating a “state of the beach” document – note for future as possible recommendation for committee?
   - Kristina – right now only stats collected are dog counts, violations, etc.
   - Kevin – lifeguards do count people on the beach during lifeguard hours
   - General discussion of purpose of survey – What is the question(s) we are trying to answer with this survey? Is survey meant to give the committee input on what we should focus on? Timing of survey?
   - Catherine mentioned that the committee needs more basic background information before we move forward. Where are we today vs. what was produced 20 years ago? How exactly is the beach managed? Who is involved? Need for committee to do more information gathering.
     - Need to hear from stakeholders – dog group, land trust, Fred Dillon, Water Resources, DEP
     - Suggestion to starting information gathering process at next meeting –
   - Catherine stressed importance of being aware of DEP rules – compliance with all regulations was added to the list of ideas for our vision statement
   - Steve – need for updated mapping
     - Kristina – city might already have overlay of the area in the city
   - Catherine asked about paths at SMCC – Kristina confirmed that they are part of this committee’s purview

4. Set Next/Future Committee Meeting Schedule(s)
   - Monday November 18 – 6:30 pm
   - Monday December 16 – 6:30 pm
   - Kevin will try to reserve the Public Works conference room for both meetings.

5. Questions, Comments, General Discussion
   Peggy asked about whether we could use document sharing platforms like dropbox or google docs in the event the committee creates documents or reports that will be edited by multiple members. Steve answered that we could figure something out if need be but for now city committees need to work through the committee website, which is up and running.

6. Adjourn
   Peter moved to adjourn, Steve seconded. Meeting adjourned at 8 pm.

Respectfully submitted,

Peggy Stewart, Secretary
KEYWORDS

Well Maintained
High Quality
Healthy & Sustain
Responsible Stewardship
Good Accessibility
Safety
Fun/Enjoyable

ATTRACT.UE

Encourage Broad Population Use
Archaeological Artifacts
Natural Horticulture

Proud from SP
Community Ownership
Maintain & Improve Ecological Standards
Enhanced Education
Resilient
Wildlife Habitat Education
Preserving History
Preserve Natural Resources
Boat Usage & Storage
Diverse Recreational Uses
Good Neighbors

Complete Streets Concept for Beach
Unloading Zones
Improve Facilities
Relationship Building with Stakeholders
Marketing
Communication to Public
Spring & Fall Cleanup Days
Help Public Take Ownership of Keeway Beach Clean

"This is Really Nice!"
Partner with Other Non-Profits
Cooperation of Stewards
Storm Team