SBBA NEWS

Fall 2026



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L to R: Mike Colburn, Ron Guilmette, Steve Rossetti and Ray Champagne

Salisbury Beach Betterment Association
P.O. Box 5508
Salisbury, MA 01952

Dear SBBA Members,

One of the things that makes Salisbury Beach so special is the wonderful sense of community we share. Our neighbors, local businesses, volunteers, and dedicated SBBA members continue to demonstrate what can be accomplished when people come together with a common purpose and a love for our special beach community.

This year, as our nation celebrates its 250th anniversary, it was especially gratifying to march alongside so many of you in the Salisbury Days parade. The SBBA's own Ron Guilmette led the parade in the State Police Museum's super cool '41 State Police Cruiser, followed by Ray Champagne transporting the cannon, escorted by the SBBA Beautification Committee and Board members! What a wonderful opportunity to celebrate our nation's history, our town's heritage, and the community spirit that makes Salisbury such a great place to live and visit.

Another highlight of this historic year was the installation of the Memorial Cannon on the Town Common, honoring Salisbury's contributions to our nation's independence and the generations of veterans who followed. This project was made possible through the generous support of our members and donors, the leadership of Ray Champagne, and our partnership with the Town of Salisbury.

Thank you for your continued support of the SBBA and for helping make our community such a special place.

Warm regards,

Don Egan
President, SBBA

The Cannon Has Arrived

The cannon was very well received by all (including The Veterans Association) during the 250th Parade and has found its home on the Salisbury Town Common.

Thank you to our members, donors, and Town partners for making this project possible.

The cannon was officially dedicated during the Veterans Day ceremony on the Town Common on Wednesday, November 11.

Thank you for helping honor the men and women who worked to secure our nation's independence and all veterans who have defended the principles upon which our nation was founded.



The cannon in place at the Town Common. L to R: Angela Harty, Kim Dickson, Maribeth Timony, Amesbury VFW John Clifford, Ron Guilmette, Don Egan, Steve Rossetti and Ray Champagne.

Membership

Do you know family or friends who would like to join the SBBA? We are looking for members who want to help make an impact in our community. If you know someone who is interested in joining and getting involved, the website is sbba.us/Join.

WITH GRATITUDE

WE HONOR OUR DONORS

Salisbury Town Common
War Memorial Cannon

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Christine McGuire
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Joanne Quinlan-Roberts
Salisbury Historical Society
Harold Schellhamer - Civil War
Chuck Takesian
Maureen & Baldo Vultaggio

Beach Resiliency

Through its participation in the Merrimack River Beach Alliance, the SBBA advocates for immediate action and long-term solutions to coastal erosion in Salisbury.

Salisbury's Coastal Resiliency Planning Project studies sea level rise and flooding near Beach Road and the Great Marsh. A $232,000 CZM grant supports regional erosion and sand studies, and consultant Tom Hughes is coordinating LiDAR flights to track the shifting sands.

Meanwhile, snow fencing has been installed from beach access 4 to the end of the boardwalk using Salisbury Beach Preservation Trust Fund money (the fund balance is $854,000.) We continue to press for more fencing and an updated beach management plan.

Longer-term approaches are also being explored. MIT is planning to test artificial reefs off Salisbury to reduce wave energy and SBBA Board members recently met with Coastal Assembly to discuss alternative reef options that could complement MIT's work.

Support for coastal protection is also under consideration at the State House. The $3 billion Ready Act bond bill is in conference committee. It would authorize borrowing for beach nourishment and reef projects, and expedited permitting. The bill includes revised Trust Fund language, championed by the SBBA, intended to make the fund more effective in supporting beach protection.

The SBBA will continue advocating for the planning, funding and protective measures needed to strengthen our beach's resilience.

John Housianitis
SBBA Resiliency Committee

Beautification Committee

First, a heartfelt thank-you to our Beautification Committee members—Edna Marggraf, Janice Esile, Angela Harty, Christine Maxim, Kim Dickson, Jessie Maneiro, Lauren Lucas, Chris Schena, Katie Nichols, and Wendy Borrelli—for dedicating thousands of hours to making Salisbury Beach beautiful.

Thank you to the students from Triton Regional High School and Governor's Academy for helping with our fall cleanup, and to everyone who supported our Joe's Playland Fundraiser. We are grateful to Joe's Playland for its generosity and continued support.

This season, we planted flowers throughout the beach, including nearly every access way, the South End triangle, the Route 286 entrance, Railroad Ave Park, Central Avenue and North End Boulevard, and the granite plant beds at Hunt's parking lot. A highlight was our beach ball planters, which brought wonderful color and joy to the area.

Our Adopt-a-Pot program has grown to 21 pots! For $100, you can dedicate a pot in honor or memory of someone special. We handle the planting and, depending on the location, the watering. We also thank our generous sponsors:

Institution for Savings — $1,000 grant, Home Depot in Seabrook — 12 bags of potting soil, Wolpert Disposal — funds for flowers, and Pettengill Farm — donated plants.

Thank you to all our Adopt-a-Pot participants and sponsors. To learn more, contact me at mbtimony@comcast.net.

Our Beach Cleanup Program is thriving under Jesse Maneiro's leadership, with support from board members Derek Depetrillo and John Housianitis. Thanks to Groundswell, Willey's, and Salisbury Discount House for providing coupons to volunteers, and to the DPW for collecting the debris. Each cleanup brings together approximately 40 volunteers and removes 15–20 bags of trash.

We also thank Ray Champagne and Peter Benoit for keeping the flags flying along North End Boulevard, our volunteers who help with watering, and everyone who supports our annual Holiday Lights at the Route 1A entrance.

Together, we are making Salisbury Beach a more beautiful and welcoming place for everyone. Thank you for your continued support!

Maribeth Timony
SBBA Beautification Chair



The SBBA Beautification Committee's entry for the Salisbury Parks and Rec Build a Scarecrow contest – *Flower Power Flo*.

Miss Massachusetts, Ashlyn Mercier joined us for the Salisbury Days 250th Parade!



Photo taken in front of the Twin Tower Memorial in the Salisbury Town Common.

Advertising in the SBBA Newsletter

Anyone interested in advertising in the SBBA Newsletter should contact Don Egan at don.egan@sbba.us. Thank you to our advertisers who are helping defray the cost of the newsletter!

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Thank you for letting us host a community night out at Joe's!



Scholarship recipients L to R: Sophia Hanig, Matthew Rossetti, Ava Mueller, Drew Fitzgerald and Sydney Cole. Recipients not present: Max St. Hilaire, Luke Greco, Madeline Wolfe and Cooper Keenan.

SBBA Scholarships

SBBA Scholarships are funded through generous donations from our members. It shows students that you believe in them.

This year, we are happy to announce that at the Salisbury Beach Betterment Association annual meeting, nine scholarships were awarded to children and grandchildren of SBBA members. We are delighted to help these young adults along their path to higher education.

Scholarship applications for 2027 will be on our website after Jan. 1st at www.sbba.us/scholarships

Also, a big thank you goes out to the Scholarship Committee for their hard work, dedication, and commitment to helping raise funds to make the scholarships possible.



The main fundraiser raffle of an e-bike made for a busy summer as we attended every outdoor event Salisbury had to offer!

These events not only raised money for our goals but also brought awareness of SBBA's mission and values.

Simply put, these scholarships would not be possible without our generous supporters and dedicated volunteers, so thank you!

Sincerely,
Donna Champagne and
Dianne Masiello, co-chairs

2026 Scholarship Recipients

Sydney Cole, grandson of Arthur and Gail Frasca

Drew Fitzgerald, grandson of Beverly and David Nadeau

Luke Greco
grandson of Shirley Torrisi

Sophia Hanig, granddaughter of Rosalie Piemonte

Cooper Keenan, son of Jim Keenan and grandson of the late Jane Keenan who was a cherished member of the Scholarship Committee for many years.

Ava Mueller, granddaughter of Charles Mueller

Matthew Rossetti, grandson of Stephen and Maureen Rossetti

Max St. Hilaire
grandson of Evelyn St. Hilaire

Madeline Wolfe, granddaughter of Betsy and Kenneth Yarvitz

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Miss Massachusetts Ashlyn Mercier, Trooper Maggie Doyle and Lt. Col (ret) Ron Guilmette getting ready to lead the Salisbury Days parade in the State Police museum's '41 cruiser



14th Annual Sea Festival of Trees

Our friends at the Salisbury Beach Partnership invite you to celebrate the holiday season at the **2026 Sea Festival of Trees** at Blue Ocean Event Center!

Enjoy glittering trees, seaside indoor ice skating, Santa's Workshop, a Toy Testing Station, character visits, and holiday fun for the entire family. This beloved Salisbury Beach tradition is a wonderful way to kick off the season!

Proceeds support the Historic Salisbury Beach Carousel and Pavilion, open year-round at 7 Broadway. The Pavilion houses the restored 1909 Louff-Mangels carousel, featuring 47 hand-carved horses, camels, giraffes, and chariots. The original carousel, known as The Broadway Flying Horses, delighted generations of Salisbury Beach visitors from 1914 to 1977.

SBBA Board members and volunteers will be guest hosting on Saturday, December 5, from 11:00 AM–2 PM. Stop by and say hello!

FESTIVAL DATES & HOURS

Date	Hours
Sat, Nov. 21	11 AM–8 PM
Sun, Nov. 22	11 AM–5 PM
Tue, Nov. 24 **Triton Night**	5–8 PM
Fri, Nov. 27 **SantaCon vs. Ugly Sweater**	11 AM–8 PM
Sat, Nov. 28	11 AM–8 PM
Sun, Nov. 29 **Elf Day**	11 AM–5 PM
Thu, Dec. 3 **Sippin' Santa Girls Night Out**	5–8 PM
Fri, Dec. 4 **Blades the Bruin Night**	5–8 PM
Sat, Dec. 5	11 AM–8 PM
Sun, Dec. 6	11 AM–5 PM

ADMISSION

Adults: $10 | Children 5 & under: $5

Triton Night (Nov. 24): Special $5 admission for students, families, and residents of Salisbury, Newbury, and Rowley with proof of residency.

Tickets are sold at the door only. No advance ticket sales. Come enjoy the holiday magic while supporting one of Salisbury Beach's most treasured landmarks!

How to Get Involved

- Send an email to us at admin@sbba.us to let us know what your interests are.
- Participate in the beach cleanups which are typically held on the 3rd Saturday of each month in the summer.
- Become a member if you aren't already. Sign up at www.sbba.us.
- Donate online at http://www.sbba.us/donate
- Attend an SBBA event – see our calendar on our website
- Follow us on Facebook
- Send your thoughts and suggestions to don.egan@sbba.us

Thank you for a great year!

Thank you, Mike Colburn, for your tremendous donation of time and materials for the cannon project!

Thank you for your donation!

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Salisbury, MA 01952-5508

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