



SBBA NEWS

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Spring 2023

Inside this Issue

- 1 **President's Greeting**
- 2 **Lou Masiello
In Memoriam**
- 3 **Sunflower Garden
&
Carousel Update**
- 4  **Find us on
Facebook**
- 5 **North End Boulevard
Update**
- 6 **Scholarship
Doo-wop Revue
September 8th**
- 7 **Beach Access
& Erosion Updates**
- 8 **Beautification Silent
Auction – June 23
Boys & Girls Club**
- 9 **Town Election
Town Meeting
SBBA Annual
Meeting July 10 @
Blue Ocean**

**Salisbury Beach Betterment
Association
P.O. Box 5508
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Greetings from Our President

Dear SBBA Members,

Welcome to the Spring edition of the SBBA newsletter! It's such a great time of year to be so close to the ocean. Webster's Dictionary defines spring as "a time or season of growth and development." In that spirit, we have many new developments to discuss in this newsletter as Salisbury Beach continues its revitalization as a destination of choice for families to enjoy our beautiful beach and amenities.

The SBBA will once again sponsor several events which contribute to the well-being of our community.

Beach Clean-up days will be held throughout the summer which will focus on the Broadway Mall beach center and surrounding area. The Beautification Committee will be planting fresh flowers at the two Salisbury Beach welcome signs on North End Boulevard and Beach Road as well as the triangle in the South End. For the first time, there will be a Silent Auction Fundraiser on June 23 at the Boys and Girls Club. We will also be proudly flying American Flags on North End Boulevard and in the beach center.

The SBBA Annual Meeting will again be an in-person event and will be held on Monday night, July 10 at 6:30 in the Blue Ocean Music Hall.

The SBBA Scholarship Committee will hold its Annual Fundraiser on Friday, September 8 at the Blue Ocean Music Hall and will feature The Corvettes Doo-wop revue. Please mark your calendars for these events.

The new Welcome Center and Comfort stations were significant new developments. They have been very well received by residents and visitors alike. Last summer, the Salisbury DPW did an outstanding job of keeping the beach center free of trash and debris. We look forward to that continuing this year.

Speaking of new developments, The Salisbury Beach Partnership is putting the finishing touches on a beautiful new pavilion on Broadway which will house a historic 1909 Loeff-Mangels Carousel. They anticipate that this year-round attraction will be an anchor for the continued revitalization of Salisbury Beach. In addition, the Partnership will sponsor a full slate of summer entertainment events on the Broadway Mall and beach center including fireworks, live music on Saturday nights, and Friday night DJ events.

The Salisbury Beach Merrimack River Beach Alliance subcommittee has also been very active, working with our legislative delegation and town officials on several projects to preserve and protect our two greatest natural resources, our barrier beach and salt marsh.

This group is laser focused on reopening Rights of Ways 8, 9,

and 10 as well as rebuilding dunes from Access 5 - 10 which were damaged during the winter storm and has made significant progress on these initiatives. See inside this edition for further information.

Please share your thoughts with us on our social media pages on how the SBBA can make our community even better. We look forward to hearing from you and seeing you this summer at the beach!

Sincerely,
Bill Greilich

Sunflower Garden

If you visited the Salisbury Beach Center last summer, you may have noticed a gorgeous sunflower garden on the right as you approached the municipal parking lot.



The Sunflowers for Salisbury project was created by the Salisbury Cultural Council Arts and Cultural Initiative with funding from the Essex County Community Foundation. Additional support is provided by the SBBA Beautification Committee, SPS New England, the Salisbury Planning Department, and the Salisbury

Parks and Recreation Department. The goal of the project is to beautify and enhance Salisbury's public spaces and to invigorate community pride.

This spring, the sunflower garden will be expanded along the stretch of land towards the Salisbury Beach State Reservation. From June 5 until June 10, volunteers will plow and till two garden plots to prepare for planting and watering on June 18. Community members are encouraged to volunteer for this very worthwhile public beautification project.

If you wish to volunteer, please contact Donna Keefe at 617-930-4740 or email sondela@comcast.net The SBBA wishes to thank Donna for spearheading the Salisbury Cultural Council Arts and Cultural Initiative.

Sincerely,
Monique Greilich

Lou Masiello In Memoriam

Lou Masiello passed away suddenly on November 23, 2022. Lou was a member of the SBBA Board for 17 years.

Originally from Lawrence, Lou and his wife Dianne moved permanently to Salisbury Beach in 2002. Prior to retiring, Lou was employed as a civilian engineer for the United States Defense Department at Hanscom Air Force Base. Upon retiring, Lou was honored with the Outstanding Civilian Service to the Department of the Air Force Medal.

Lou was a dedicated supporter of the SBBA and its community efforts with beach clean-ups, fundraising, Christmas tree lighting, and volunteering for the Festival of Trees.

Lou offered wise counsel to the board and was known throughout Salisbury for his fairness, compassion, generosity, and mild temperament. Along with his service to the SBBA, Lou volunteered on the Salisbury Board of Health, Planning Board, Cable Access Television, the Merrimack Valley Planning Commission, and the Salisbury Beach Partnership. Lou was a volunteer with the Roof Overhead Collaborative which helps the homeless of the Newburyport area. Lou could be counted on to "be there" whenever a volunteer was needed.

He was a dedicated parishioner of the Star of the Sea Church, a talented musician, and a passionate activist for the Democratic party at all levels.

Representatives from four organizations have formed an organization called "Friends of Lou" whose purpose is to raise funds for a commemorative bench in the building which will house the Carousel. Anyone wishing more information or to donate to the bench can contact Monique Greilich at mabachand@comcast.net

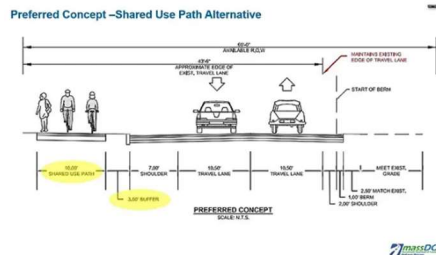
The SBBA sorely misses Lou and his many contributions to making Salisbury Beach a better place. RIP Lou.

Sincerely,
Monique Greilich

North End Blvd Update

In our last newsletter, we wrote that MassDOT was working on a revised plan to address the concerns of the SBBA membership. The new plan was unveiled at a virtual meeting on November 30th.

The revisions include preserving the shoulder on the eastern side of the boulevard which will facilitate retention of most of the parking that occurs there today. To accomplish this, a combination sidewalk and bike lane, known as a "shared use path", will replace the originally proposed dedicated bike lane.



The SBBA North End Blvd subcommittee reviewed the revised proposal and recommended that the SBBA endorse the new plan as it addresses most concerns expressed by SBBA members.

The SBBA sent a follow-up letter to MassDOT identifying three items for their consideration: include an evaluation of the speed limit in the plan, provide a crosswalk at every right of way to the beach, and enhance the safety of the shared use path. Our letter to MassDOT is available at sbba.us/DOT.

We have reached out to MassDOT for an update on the project but as of this writing have not received a response.

Don Egan

Marketing Committee

With summer around the corner, we invite everyone to volunteer for our monthly beach cleanups. Beach cleanups are a great way to help protect the marine environment, and a great way to get exercise!

During our monthly beach cleanups, we spend a couple hours collecting trash off our beach and then we record our findings. This is your chance to scoop up all that trash that is left behind by the many beachgoers who visit Salisbury Beach. We provide everything you need and offer community service hours if needed. We welcome all ages, schools, clubs, businesses, and other large groups at our cleanups.

Our next beach cleanup is on May 20th from 9am-11am. We meet next to Groundswell Surf Cafe, located at 25 Broadway. We will also hold beach cleanups on June 17th, July 15th, and August 19th. Come help keep our beach clean.

We are currently looking to add more volunteers to our marketing team. Anyone with an interest in being a part of this great team should reach out to the SBBA. For more information, email ddepetrillo@hotmail.com

Derek DePetrillo
Chair, Marketing Committee

Beautification Committee

Happy Spring!

Lots of exciting things are happening this year - Our **1st Silent Auction Fundraiser** will take place on Friday, June 23rd at 6:30 pm at the Boys & Girls Club of Lower Merrimack Valley, 18 Maple Street, Salisbury. Tickets are \$25 each and \$30/at the door. Tickets can be purchased online at www.sbba.us or from any of the Beautification Committee Members or by emailing me at mbtimony@comcast.net.

We have over 30 Silent Auction items including restaurant gift certificates, Lobster Pot basket, Bose speaker, Garden basket and an additional 10 Live Auction items including: a signed and framed Terry O'Reilly Bruins Jersey, a signed Jim Rice baseball, a Corn Hole Set, 2 Bruins Tickets for the '23 season, a Carousel Brick, a Solar Stove basket, and a HUGE Coleman cooler filled with drinks. A cash bar with Beer/Wine will be available and light appetizers will be served.

As the weather improves, the Beautification Committee will be landscaping and planting flowers along North End Blvd, at the South End triangle, the Entrance to 1A, and under the Welcome Sign on 286. You'll also see North End Blvd come to life with American Flags hanging along the Boulevard and throughout the beach. We are always looking to our neighbors for help with watering and weeding. If you can spare some time, please reach out to me directly.

The Beach Clean-up will be led by Jesse Maneiro again this year. We will be partnering with Ground Swell to make this event bigger and more successful. It will be held on the 3rd Saturday of every month beginning May 20th from 9-11am. The remaining dates: June 17th; July 15th and August 19th. Gloves, bags, pickers, and brooms will be available. Please meet next to Ground Swell and under the Music Tent at the Beach Center.

We will once again participate in **The Sunflower Garden**. The Garden will be doubling in size this year. Preparing the garden will take place June 5-8 and seed planting will be on Sunday, June 18th from 12-2pm, and all are welcome. The Salisbury Cultural Council with Donna Keefe leads this effort along with the help of the SBBA Beautification Committee, the Salisbury Beach Partnership, the Salisbury DPW and Lisa Pearson's team. The Sunflower Garden is located on Route 1A in front of the skate park.

As always, we thank you for your generosity and support. mbtimony@comcast.net

Maribeth Timony
Chair, Beautification Committee

Historic Carousel Pavilion Update

The non-profit Salisbury Beach Partnership is close to completing the installation of the 1909 Loeff-Mangels Carousel at the beach center. The building is nearly complete but installation of the historic carousel is still in progress. The mechanical components

arrived at the beach on April 7 for reassembly in a new home. The mechanics have been fine-tuned by restoration experts at Carousels and Carvings in Ohio. The Newburyport Bank's micro-branch is expected to be open by late May. The event space is completed and soon will be available to book birthday parties and other social celebrations. Contact Amy Moore, the carousel director, at amoore@salisburycarousel.org

Opening day is yet to be finalized and will depend on final state permitting to operate the amusement ride. As this will be a year-round operation, the building is equipped with radiant in-floor heating to provide a comfortable environment to ride in any season. This building is sure to be a focal point for Salisbury Beach residents and visitors for generations to come.

In support of the project, the SBBA adopted "Patriot" which is one of the horses on the carousel. "Patriot" will feature a plaque mounted to the carousel deck riser in the name of the Salisbury Beach Betterment Association.



Carousel ...

Would you like to be part of this exciting community effort? Once the carousel opens, volunteers will be needed to fill various roles, including gatekeeper, carousel operator and welcome ambassador. If you would like to volunteer, please contact Mike Condon at mcondon@salisburybeachcarousel.org.



Another way to help is to sponsor one of the 44 carousel menagerie carvings. Customized sponsorship bricks run along Broadway and Driftway and there are still many bricks available to purchase. Please contact Nana Kennedy at nkennedy@salisburyhistoriccarousel.org.

For those who have already purchased bricks, installation is dependent on the weather and other factors. Donors are asked not to worry if they don't see their brick while peering through the construction fencing as the plazas should be ready for public viewing by Memorial Day.



Be sure to tell your family and friends about this new centerpiece of the Salisbury Beach center!

John Housianitis

Scholarship Fundraiser

The SBBA Scholarship Committee proudly presents our 8th annual fundraiser featuring a Doo-wop revue with The Corvettes.



Friday, September 8, 2023
8 PM - Doors open at 7
Blue Ocean Music Hall
Salisbury Beach
Tickets (\$30) online@ sbba.us

Come Enjoy a rollicking ride through the good old days of Rock & Roll!

Donna Champagne, Chair
SBBA Scholarship Committee

SBBA Annual Meeting

Monday July 10 at 6:30 pm in the Blue Ocean Music Hall, Salisbury Beach Center.

Seas the Day!
FRIDAY, JUNE 23
6:30 PM
LIVE AUCTION 8:30 PM
SBBA BEAUTIFICATION COMMITTEE FUNDRAISER
 Boys & Girls Club of Lower Merrimack Valley
 18 Maple Street, Salisbury MA 01952
 Get your tickets online at www.sbba.us

An evening sure to delight. Live and silent auctions, appetizers, cash bar, and fun with friends and neighbors. Tickets: \$25 in advance, \$30 at door. Online at www.SBBA.us. For more information: 781-771-1765

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Thank you to our advertisers who are helping defray the cost of the newsletter!

Membership Committee

As a member of the SBBA, you are supporting our efforts to connect Salisbury Beach neighbors and officials, foster community improvement programs and events, inform the community of issues affecting Salisbury, and advocate for the common interests of Salisbury Beach residents, businesses, and visitors.

We will keep you updated on news, events, and activities related to Salisbury Beach through emails, our website, and our Facebook page. We want to expand our membership and communication with our members. Please spread the word and invite your neighbors to join the SBBA.

Bill Lesniak

Chair, Membership Committee



Town Election 2023

On Tuesday, May 9, Salisbury voters went to the polls to elect one selectman and one member of the Triton Regional School Committee. Both went unopposed.

Long time selectman Wilma Mahoney McDonald retired after serving nine years. She had previously served as Salisbury's Town Clerk for 24 years, is a member of the SBBA

Scholarship Committee and is a beach resident.

Thank you, Wilma, for your long service to The Town of Salisbury and Best Wishes on your retirement.



Wilma Mahoney McDonald

Elected to fill her seat was Terry Marengi Jr., President of TCS Communication Corp. and North East Tower Associates. He also serves as vice chairman of Salisbury Community TV & Media Center and is a member of the town's Master Plan Committee. Congratulations Terry. Also re-elected to the Triton Regional School Committee for a three year term was Caitlin Hunter. Congratulations Caitlin.



Terry Marengi Jr.

Voters also voted to approve one question on the ballot. The approval of the single question amends the town charter to make the Board of Selectmen the appointing authority for the

Conservation Commission. Previously, the power was held by the town manager.

Town Meeting 2023

On Monday, May 15, Salisbury residents attended the Special Town Meeting and the Annual Town Meeting. Members present at the Special Town Meeting passed all 25 Articles on the agenda. They consisted of mostly housekeeping items and the movement of Free Cash to make purchases, to fund existing Funds and transfer funds in the Sewer Enterprise Fund.

There were 13 articles on the Warrant for the Annual Town Meeting. Members present passed the \$33,359,540.00 annual operating budget which included \$15,275,658 for the Triton Regional School District operating budget. All 13 warrant articles passed with most of the discussion on Article 11, Ground-mounted Solar Photovoltaic Installation Zoning Bylaw and Article 12, Erosion and Stormwater Control. The meeting was adjourned at 8:55 P.M.

Salisbury Beach Subcommittee Merrimack River Beach Alliance (MRBA)

On December 23, 2022, Winter Storm Elliott severely damaged portions of Salisbury Beach. The storm eroded the primary frontal dune in the north end between access 5 and access 10, leaving this area at risk for further damage to residential buildings and infrastructure. Some of the vertical dune scarps are up to ten feet tall and are at risk of collapsing.

Walkways at access 8, 9 and 10 have been damaged and are closed to the public. As a result, the MRBA Salisbury Beach Subcommittee has held ten meetings over the past four months to address this situation.

The first step was to document the damage and develop a remediation plan. The plan was developed by subcommittee member Tom Hughes, an environmental consultant, and calls for between 10,000 and 15,000 cubic yards of sand to be placed along the 1.5-mile eroded area. Snow fencing and dune grass are also contemplated in the plan. The total cost of remediation is approximately \$1 million.

MRBA Chairperson Senator Bruce Tarr, Representative Dawne Shand and Town Manager Neil Harrington have been spearheading discussions with the Department of Conservation and Recreation (DCR), the primary land owner of Salisbury Beach. In addition, Chairman Chuck Takesian and the Salisbury Board of Selectmen recently sent a letter to DCR expressing their concern about the condition of our beach and its access ways. We need DCR’s approval to move forward with the necessary permitting for the project and to utilize the Preservation Trust Fund for funding.

At a May 4 meeting with DCR, Deputy Commissioner Nick Connors and Deputy Chief Engineer Greg Robbins assured us that they wanted to reestablish communications and a good relationship with

our group. However, when we discussed access ways 8, 9 and 10, as well as the dune restoration project for Access 5 – 10, DCR said that due to the lengthy permitting process these issues would not be addressed until 2024. The subcommittee pushed back saying that many residents and visitors will find that outcome unacceptable. After considerable discussion, Mr. Connors said that he would communicate with his superiors to determine if that timeline could be accelerated.

The subcommittee was outraged at DCR’s position on these matters, and we immediately communicated our concerns to our membership. SBBA member Mark St. Jean reached out to a contact at WCBV-TV and reporter Ted Wayman ran a story on the Channel 5 evening news about our plight. Senator Tarr contacted Governor Healy who then visited our beach to see the damage first-hand. The SBBA sent a broadcast email message to our 800 members urging them to come to the Board of Selectmen’s meeting on May 8, which they did in large numbers.

Our efforts produced immediate results. New DCR Commissioner Brian Arrigo became personally involved and walked the beach with Senator Tarr. Structural engineers from DCR and the Town of Salisbury spent the week assessing damage on Access 8, 9 and 10 and determined that Access 9 and 10 walkways could be repaired and reopened in short-order. Access 8 is badly damaged and

needs to be rebuilt and DCR is committed to reopening that walkway as soon as possible. On a May 12 Zoom call, Commissioner Arrigo assured the subcommittee that DCR will not lose sight of the longer term 1.5-mile dune restoration plan. A team from DCR, EEA (Energy & Environmental Affairs), DEP and the Town of Salisbury is working together to develop an implementation plan and timeline for execution. Senator Tarr and Commissioner Arrigo have committed to weekly progress reports and we will keep you informed via blast emails as new information becomes available.

What occurred after the May 4 meeting with DCR is a great example of community action and teamwork. It demonstrates that immediate change can occur when people are passionate about a cause and work together to effect a change to an unfair or unjust situation. We want to thank Senator Tarr, Representative Shand, Town Manager Harrington, Salisbury Board of Selectmen, led by Chuck Takesian and Mike Colburn, and Commissioner Arrigo for their invaluable assistance in escalating and responding to our concerns.

Bill Greilich



Salisbury Beach Betterment Association

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