




SBBA NEWS

<http://www.sbba.us/Spring 2026>



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Dear SBBA Members,

Salisbury Beach is buzzing with energy and excitement as the season gets underway! New flower plantings, a parade, farmers markets, cleanups, an SBBA tournament, and two raffles are all in the works.

We are especially proud of the SBBA Beautification Committee for being recognized by the Chamber of Commerce for outstanding contributions to the community. Congratulations to everyone involved! Be sure to check out Maribeth's update to see what is new this season.

As our nation celebrates its 250th anniversary, Ray Champagne and the SBBA are leading an effort to install a Revolutionary War memorial on the Town Common. Founded in 1638, our seaside community holds a unique place in America's story. See Ray's article.

Salisbury's celebration of US250 will take place on September 20, when Ron Guilmette, founder of the SBBA and retired Massachusetts State Police Lieutenant Colonel, will lead the parade in a vintage 1941 State Police cruiser.

Adding to the celebration, Beach Rose RV Park generously donated a special 250th anniversary flag, which is now proudly flying at the beach center. Thank you, Beach Rose!

The SBBA Scholarship Committee is planning several fun activities this season including an e-bike raffle and a cornhole tournament. Good luck!

We have good news regarding the beach itself. There were no major erosion events this winter, and the protective dune remains in excellent condition. At the SBBA's request, DCR committed to installing more sand fencing by the end of the season. This work will be funded through the beach trust fund, consistent with the fund's intended purpose.

It is both a pleasure and an honor to serve you. I encourage you to stay in touch and remain involved as we continue working together to keep Salisbury Beach a wonderful place. Please visit the association's website at www.sbba.us and share your thoughts with us.

Sincerely,
Don Egan, President

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

Beautification Committee

First, I'd like to thank the members of the Beautification Committee for their hard work and dedication — **Edna Marggraf, Janice Esile, Angela Harty, Christine Maxim, Kim Dickson, Jesse Maneiro, Lauren Lucas, Chris Schena, Katie Nichols, and Wendy Borrelli.** This group has dedicated thousands of hours to the beautification of Salisbury Beach.

I'd also like to thank the **Institution for Savings and Wolpert Disposal** for their support. Thank you as well to the students at **Triton Regional High School** for spending a day with us to complete the spring cleanup, and to the students at **Essex North Shore Agricultural & Technical School** in Danvers for helping us design, clean, and plant the garden beds at the parking lot.

Thanks to SBBA members' generous support, we have purchased new "beach ball" planters — you will see them on the island crossing Broadway and Beach Road, and the fork at North End Blvd and Central Ave.



The Adopt-a-Pot program has grown to 17 pots. For \$100, you can adopt a pot in honor of, or in memory of, someone special. We do the planting and, depending on the location, we either handle the watering or may ask for your help. Thanks to all who have participated.

We've planted many flowers at almost every access way and have landscaped the South End Triangle, Railroad Ave Park, and the Route 1A Welcome Sign. The Beach Cleanup is once again in full swing. With Jesse Maneiro leading our efforts, we have partnered with Groundswell and local businesses who provide coupons to anyone who comes to help. At each cleanup, we average about 40 volunteers and collect 15–20 bags of trash. We also work closely with the DPW, who pick up the trash collected. Cleanups take place on the third Saturday of the month through August; we meet at the Music Tent in the Center. We hope to see you on June 20, July 18, and August 15.

The flags throughout the beach area are once again flying thanks to Peter Benoit and Ray Champagne. We also organize the Holiday Lights at the 1A entrance — always in time for the Sea Festival of Trees — to welcome all our visitors.

Finally, thank you to the neighbors who have agreed to help with watering. Your support is always a huge help.

Maribeth Timony
Chair, SBBA Beautification Committee

Back by popular demand!

This year, the Beautification fundraiser has expanded into "Red, White & Blooze" featuring:



- 20 bottles of red wine
- 20 bottles of white wine
- 10 bottles of spirits

Raffle tickets are \$10 each or 3 for \$25. Available from a committee member or purchase online at www.sbba.us/wine. Subject to raffle rules as posted.

You must be at least 21 years old to purchase a ticket. You do not need to be present to win. The drawing will be held at the SBBA Annual Meeting on July 20th.

Beautification Committee Honored by Salisbury Chamber of Commerce

We are grateful for our Salisbury Beach Betterment Association members who volunteer on the SBBA Beautification Committee. Congratulations on being recognized by the Salisbury Chamber of Commerce for enhancing the quality of life in our community. Your dedication to the beautiful flowers that you bring to life every summer, the magnificent flag display that you maintain throughout the beach area, and the beautiful Welcome Sign garden are a testament to your tireless effort.



Special thanks to Committee Chair Maribeth Timony for leading this great group of volunteers. Also, we are grateful to the entire Salisbury Community, and everyone who loves Salisbury Beach, for their support of the SBBA.



2026 Salisbury Chamber of Commerce Award of Appreciation awarded to the SBBA Beautification Committee
Accepting the award on behalf of the committee (1 to r), Kim Dickson, Edna Marggraf, Maribeth Timony (Chair), Christine Maxim, and (front) Virginia Broadhurst.

Thank you to the Salisbury Chamber of Commerce for this award. We share your commitment to the community and are looking forward to a wonderful, fun-filled summer at Salisbury Beach!

Sincerely,
The SBBA Board of Directors

Crosswalk signs and Mobi-Mats installed



The Salisbury Police Department installed the crosswalk signs on North End Boulevard on Monday, May 18.



And DCR installed Mob-Mats at Public Access # 9 and other public access points just in time for Memorial Day Weekend.

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 help to defray the cost of the newsletter!



Merrimack River Beach Alliance

The SBBA is well represented at the Merrimack River Beach Alliance meetings chaired by State Senator Bruce Tarr. A new MRBA website was introduced at the most recent meeting. This website is full of terrific information about the MRBA and the latest issues relating to beach nourishment and coastal concerns.



The website can be accessed at www.mamrba.gov. Salisbury has partnered with Newbury and Newburyport on a long-term, regional planning effort to evaluate coastal erosion and sediment transport and the feasibility of shore protection strategies. A Coastal Zone Management Resilience Grant of \$232,830 has been awarded with the goals of improving shoreline stability and dune protection, enhancing coastal resilience and flood preparedness, protecting habitat and natural systems, supporting regional planning and coordination and engaging in keeping the public informed.

The project includes updating coastal modeling, shoreline change analysis and evaluation of beach and dune nourishment strategies designed to buffer public infrastructure and natural resources. Through the involvement of the public, the project will build support for science-based resiliency solutions. A community forum will be held on June 4 at 5pm at the Blue Ocean Event Center at 4 Ocean Front South at the beach which will seek public input.

Also, at the request of the SBBA, an application for snow fencing was submitted to the Department of Conservation and Recreation by DCR engineer Darryl Forgione. \$50,000 was authorized to be used from the Salisbury Beach Preservation Trust Fund which is funded from monies paid by visitors to the state reservation.

Fence posts have been ordered and DCR staff will work with the plover monitoring team for installation of the fence posts and rope line this summer. The areas to be addressed include all accesses on the reservation, parking lot 1 at the reservation, the area near the jetty by the rocks, beach accesses 4, 7, 11, 12 13 and 14.

The SBBA will be losing a key ally in the work of beach nourishment with the retirement of DCR engineer Darryl Forgione later this summer. He has been a true friend of the SBBA and will be sorely missed and wish him a terrific retirement.

Sincerely,
John Housianitis

Postage Expenses

Due to the increased costs of postage and printing, future editions of the SBBA newsletter will be distributed primarily through email and available on our website at www.sbba.us/newsletters. However, we realize that many of our members don't use email or prefer to have a paper copy. If you would like to continue receiving the printed version, you can opt in by including a note with your annual dues, or send us an email at admin@sbba.us, and we will be happy to continue sending it to you via U.S. mail.

Also, please confirm the email address that is printed on your dues notice, or if it is blank, provide one.

Thank you for your understanding and support!

Membership

The SBBA continues to advocate with our town officials, legislature and government agencies on behalf of all our members. With over 1,000 household members, our strength is in our numbers. Please share this newsletter with friends and neighbors and ask them to join at www.sbba.us/join

Dianne Masiello
Chair, Membership Committee

Scholarship Committee

We are thrilled to welcome the following new members to our committee; Megan Campbell, Tara Fitzgerald, Lauren Lucas, Joanne Quinlan-Roberts, Jamie Piemonte and Wendy Borrelli, along with our returning members; Ann Marie Guilmette and Winnie Reusch. Together they bring invaluable experience to our team. They have already started shaping the committee to meet our mission by throwing themselves into their new roles. We also extend a heartfelt thanks to our past committee members, Wilma Mahoney, Jean Bernhardt, and Liz Benoit for their contributions and many years of dedication.

Celebrating 35 years of giving to our high school students. The SBBA scholarships are a wonderful way to embrace their achievements and help share what can be a tremendous financial burden for families. Your support helps students to fulfill their dreams! Not only are you investing in their education today, but you are expanding their options for success tomorrow.

This year we are again asking you for your support by buying raffle tickets for an E-bike, by purchasing a Beach Photo Shoot, or by playing in the Corn Hole Tournament at the beach center.

All proceeds benefit the SBBA Scholarship Fund. For your support and generosity, we thank you!

Here's the exciting summer lineup:

Beach Bash Corn Hole Tournament to be played on the Salisbury Beach Broadway Mall Turf Saturday August 1. All ages and skill levels are welcome. There will be games for both beginners and experienced players. Prizes!

Beach Photo Ops throughout the summer. Professional express photo shoots are perfect for couples, families or solo travelers who want stunning photos with expert posing guidance.

This is a great opportunity to preserve your Salisbury memories and help fund the scholarships!

Check our website for additional information.

Scholarship Fund E-Bike Raffle

Win your dream ride. Fabulous **E-bike** (valued at \$2,000) **Raffle** tickets are on sale throughout the summer at the Farmers Markets on June 4th, July 2nd and August 6th, the SBBA annual meeting on July 20th, Beach Cleanups, The August 1st Corn Hole Tournament, and Salisbury Days.



Electric Bike Raffle

26-inch Velotric Breeze 1, Motor:750W, Weight: 48 lbs. Max Range (with pedal assist): 70 miles, 8 speed

Tickets can also be purchased online at www.sbba.us/ebike. Tickets cannot be mailed. Please contact Donna Champagne at donnaandray@comcast.net for pickup or delivery.

The drawing takes place on the Town Common after the parade on September 20th. You do not need to be present to win but must be 18 years or older to purchase tickets. Subject to raffle rules as posted on www.sbba.us.

Donna Champagne and Dianne Masiello
SBBA Scholarship Committee Co-Chairs

SBBA Blood Drive Spring 2026



The SBBA is pleased to sponsor the Salisbury Red Cross Blood drive on Tuesday, June 23 from 2 to 7 pm at the Blue Ocean Music Hall. Our blood drive will be in memory of David C. "Chuck" Colburn who passed away in June 2025.

Please make a difference by donating blood. Blood is needed for children and adults with rare blood disorders, people fighting cancer, after a car accident and many other reasons. After giving blood, you will feel good knowing you helped change the lives of patients in need.

You can schedule an appointment by calling 1800-REDCROSS or visiting RedCrossBlood.org and choosing Salisbury. If you are able to give blood, please join us on Tuesday June 23. We look forward to seeing you there.

Sincerely,
Betsy Yarvitz





Why don't we have a cannon in our Memorial Park? Well - maybe we will...with the SBBA leading the charge!

We are "leading from the front" celebrating Rev250, by purchasing a replica cannon to honor the men and women of the 1776 Revolution. "Armed" with a challenge, we invite you to join us by making a tax-deductible donation.

279 men from Salisbury served in the Revolutionary War. The memorial will honor our nation's history and recognize the Town's participation in the founding of this great nation.

To learn more or donate go to www.sbba.us/memorial and click on the cannon. You then can pay through PayPal or Venmo. We know you can do this. So "Flank" the website!

"From a small spark, kindled in America, a flame has arisen not to be extinguished."
 Thomas Paine in 1776

Please consider becoming a sponsor of this historic initiative. Our fundraising goal is \$15,000 for the acquisition, installation and maintenance of the memorial. All labor and support will be provided by our generous volunteers.

Donations of any amount are greatly appreciated. Contributions may be made by mailing a check to SBBA, PO Box 5508, Salisbury, MA 01952, or online at www.sbba.us/memorial. Donors of \$2,000 or more will be recognized as a "Salisbury Patriot" sponsor. Donors of \$250 or more will be recognized as a "Salisbury Eagle" sponsor. Donors of \$5-\$250 will be recognized as Salisbury Minutemen. For additional information, please contact me at 978-771-9990 or email the SBBA at admin@sbba.us.

With your help, we can create a meaningful and enduring tribute to this historic milestone. We also hope you will join us this summer, and especially on September 20th, as we celebrate Salisbury's unique place in our nation's history.

Ray Champagne
 Revolutionary War Committee

Annual Meeting

Please join us for the SBBA annual membership meeting on Monday, July 20, at the Blue Ocean Music Hall, 4 Ocean Front North in Salisbury. Doors open at 6:00pm and the business meeting starts at 7:00pm.



Annual Meeting July 20th

In addition to conducting the general business portion of the meeting, we will award the college scholarships and receive important updates from our state and local leaders.

It is very important for the wellbeing of our community to stay actively engaged with our elected and appointed officials. Your participation helps them know what is important to you and the beach area. Thank you for attending!

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