



SBBA NEWS

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Fall 2023

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



Greetings from Our President

Dear SBBA Members,

Welcome to the Fall edition of the SBBA Newsletter. The summer of 2023 goes on record as one of the rainiest in history. This summer was the second-wettest ever with over 20 inches of rain in a three-month period. Some scientists point to shifts in rainfall patterns as a result of world-wide climate change. Northeast storms that bring at least 1.5 inches of heavy rain in a day are expected to surge in coming decades.

Despite all of the rain, Salisbury experienced a fantastic summer! The beach center was alive with all of our favorite activities – the brand-new Carousel Pavilion opened

for business in June, music on Friday and Saturday nights on the Broadway Mall, and fireworks on Saturday night. The Salisbury DPW did an exceptional job in keeping the beach center and surrounding area clean and free of trash and debris.

The SBBA had a very busy summer as well. We had our in-person Annual Meeting at the Blue Ocean Music Hall and honored our three past Presidents – Ron Guilmette, Al Peterson and Ray Champagne - with the SBBA Distinguished Service Award. We hosted multiple Beach Clean-up days in which volunteers picked up trash and debris in the beach center and Broadway Mall. Fresh flowers and landscaping adorned the two Welcome Signs on Beach Road and North End Boulevard as well as

the Triangle and Railroad Park in the South End. We also sponsored the flying of over 60 flags on North End Boulevard and the beach center.

The SBBA wishes to recognize the tremendous work by the Salisbury Beach Partnership for their project to build the Carousel Pavilion which houses the historic 1909 Louff-Mangels Carousel. This project is one of the primary anchors of revitalizing Salisbury Beach and returning it to a world-class tourist destination.

The Merrimack River Beach Alliance (MRBA) Salisbury Beach Subcommittee has worked diligently over the past several months on several critically important projects – some successful and some that are still not where we need to be. More information on these projects is contained within this edition. We are continuing our efforts to protect and preserve our barrier beach and great salt marsh.

Please share your thoughts with us on our social media pages on how we can make Salisbury Beach even better. We look forward to hearing from you and hope you have a wonderful Holiday season!!

Sincerely,
Bill Greilich



Town Manager Neil Harrington Report

Updates from Town Manager Neil Harrington for the SBBA's fall newsletter:

Street paving: In 2023, the Town paved and upgraded over 3.5 miles of roadway, including three major streets at Salisbury Beach – Central Avenue, Cable Avenue, and a large portion of Railroad Avenue. There are sewer upgrades that need to be completed on the southern end of Railroad Avenue before this section of the roadway can be re-paved. It is anticipated that the sewer upgrades will take place in the spring of 2024.

North End Boulevard reconstruction project: On Sept. 27, the Mass. Dept. of Transportation (MassDOT) held its fifth public meeting on a proposed project to reconstruct and make several safety improvements to North End Blvd. from Beach Road to the New Hampshire border. As presented, the preferred alternative plan for the project would include the following – a complete repaving of the roadway, a narrowing of the travel lanes to 10.5 feet in both directions, bump-outs at intersections with side streets and at all crosswalks, pedestrian-activated signals at all crosswalks, improvements to current drainage problems along the roadway, a shared-use bike and pedestrian path on the western side of the roadway, a buffer zone between the southbound travel lane and the curb, and maintenance of the current eastern edge of the roadway. Although much of

the paved roadway on the eastern side of the street is within the State right-of-way, residents will be allowed to continue to park in this area as long as the parking does not intrude into the northbound travel lane.

Following the meeting, MassDOT announced that, based on the current level of Town and community support, the preferred alternative plan for the project would be moved forward to the 25% design phase and a public hearing will be scheduled at some point in the near future. This is important because once the 25% design public hearing is held, the project will be eligible to compete with other projects in our region for funding, after which it will be placed on the list for future construction.

Beach improvements: At the beginning of the 2023 beach season, the Town invested \$80,000 in federal grant funding to purchase new barrels, benches and beach furniture for the Beach Center. This is a continuation of the improvements that the Town has made in the Center over the past few years. The Town is also in the process of planning for a larger re-design of the Beach Center area, and we have secured a \$130,000 grant from the State to begin to design alternatives that will include more recreational opportunities for residents and visitors, a safer pedestrian experience, and greater beautification of the entire area.

Beach resiliency: Through its involvement in the regional

Merrimack River/Beach Alliance (MRBA), the Town is working diligently with our legislators and the State's Dept. of Conservation and Recreation (DCR) to address short- and long-term dune resiliency issues at Salisbury Beach. One of the most important components of this effort will be the development of a new Beach Management Plan by DCR. The previous plan lapsed several years ago and there is currently no guidance or plan in place to address beach re-nourishment after major storms and yearly upgrades to the dune system to support long-term resiliency. DCR has pledged that the Town will be consulted and will have input before any new management plan is finalized.



Sincerely,
Neil Harrington

Merrimack River Beach Alliance (MRBA) Salisbury Beach Subcommittee

The MRBA Salisbury Beach Subcommittee has been meeting throughout this year to discuss access way damage and dune erosion caused by Winter Storm Elliott on December 22, 2022. In May of this year, our efforts produced positive and tangible results. New DCR Commissioner Brian Arrigo became personally involved. Senator Bruce Tarr contacted Governor Healy and walked the beach to see the damage first hand. The SBBA contacted local TV news channels for coverage of the issue. As a result, structural engineers from DCR and the Town of Salisbury assessed damage on walkways and stairs at Access 8, 9 and 10 and determined that they could be repaired and reopened in time for the summer season. This was accomplished by the end of June.

At the same time, the subcommittee wanted to ensure that we did not lose sight of two other critically important initiatives – the 1.5-mile dune restoration project between Access 5 and 10 and the Salisbury Beach Management Plan. The following are the steps that were taken in that regard:

Environmental Consultant Tom Hughes developed an erosion and remediation plan for Access 5 – 10. An on-ground survey of this entire area is in process to refine estimates for the amount of sand required and analyze the

private/public property line for this area.

A senior representative from DCR, Patrice Kish, has been added to our subcommittee meetings and has attended the August, September and October meetings. Patrice is the Chief of Planning and Engineering and is a direct report to Commissioner Arrigo. The rewrite of the Salisbury Beach Management Plan is 75% complete and is scheduled for an internal DCR review in November. DCR has assured the subcommittee that we will be able to review and comment on the draft plan prior to its completion.

Despite these positive steps, there are two major issues that are preventing progress on the dune restoration project. The first is our inability to utilize the Salisbury Beach Preservation Trust Fund to help pay for the project. This is currently at an impasse due to DCR's legal position that none of these funds can be utilized to place sand on private property. Senator Tarr continues to have discussions with senior Administration officials regarding this point. Also at an impasse is pending legislation to make the Trust Fund language more specific relative to what it can be used for and to clarify the public/private land issue. This bill is still in Legislative Committee and needs the buy-in of DCR to move forward.

As a result, the Town of Salisbury is considering a short-term plan to provide property owners with an option to buy and place a limited amount of sand on their

properties before the winter storm season arrives. This would be a similar to what five owners did near Access 7 prior to Hurricane Lee in September. The process involves creating an overarching Notice of Intent (NOI) which needs approval from the Conservation Commission as well as DCR and other state permitting requirements. At the time of this article, this concept is still in the discussion stages.

The subcommittee will continue to fight and advocate for the citizens of Salisbury Beach on these projects. Although frustrating at times, we feel that our subcommittee provides the most viable option to continue to pursue our common goals for short-term dune restoration and long-term strategic management and protection of our barrier beach. We will not give up!!

Sincerely,
Bill Greilich

Blood Drive

In August, the SBBA sponsored its first Red Cross Blood Drive in memory of Lou Masiello. It was a huge success. We collected enough blood to save 130 lives.

SBBA decided that a Red Cross blood drive is a great fit for the organization. Thus we are planning to do them quarterly at Blue Ocean Music Hall.

Our next blood drive will be on Tuesday December 17 at the Blue Ocean Music Hall from 2-7 PM. This blood drive will be in memory Bob White who

died in August 2020. He spent 12 years in Salisbury where he was very active in community affairs.

If you are able to give blood please join us on December 17th. You will see Posters around town, and emails from SBBA reminding you of the blood drive when it gets closer.

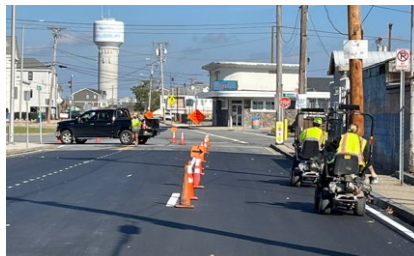
Sincerely,
Betsy Yarvitz

Repaving Central, Cable Ave and Railroad Avenue

The Town of Salisbury recently completed paving and painting new lines on Central, Cable and Railroad Avenue under the direction of Salisbury's DPW Director, Jamie Tuccolo.



Railroad Avenue



Cable Avenue



Jamie Tuccolo

Jamie was hired this past March to be the new DPW Director. Best Wishes.

Beautification Committee

WOW – What a busy year this has been for the Beautification Committee. We kicked off the year planning for our 1st Silent Auction Fundraiser. It was held on Friday, June 23rd at the Boys & Girls Club of Lower Merrimack Valley. We raised over \$10,000 with donations including a signed Terry O'Reilly Bruins Jersey framed, 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. Thanks to all who made this event such a success.

The Beautification Committee planted flowers along North End Blvd, at the South End triangle, the entrance to 1A, and under the Welcome Sign on 286. North End Blvd came to life with American Flags hanging along the Boulevard and throughout the beach. The Beach Clean-up was a success with Jesse Maneiro leading our efforts again this year. We organized 5 dedicated clean up Saturdays

and partnered with Ground Swell to make this event bigger. Over 40 people showed up each Saturday to clean up the Center and Beach area. We partnered with the DPW who collected the trash the day of the event.

The Sunflower Park did not come out as planned, however, Donna Keefe gave it her all. Organizing several planting Saturdays trying to avoid the rain. We will be giving it another try come spring and keep you posted on the planting dates. This is a community effort led by Donna and partnering with the SB Partnership and the Town (the DPW and Lisa Pearson and team). The Sunflower Park is located on Route 1A in front of the Skate Park.

As we head into fall, we planted over 100 Tulip bulb at the Route 1A entrance. Fingers crossed we will see some colorful buds in the spring.

I'd like to thank the Beautification Committee members for the dedication and hard work: Edna Marggraf, Virginia Broadhurst, Sis Bleczynski, Janice Esile, Donna Keefe, Angela Harty, Christine Maxim, Jacqui Bleczynski, Kim Dickson and Jesse Maneiro.

Stay warm and safe this winter and look for our Holiday lights as you head into the Beach Center.

As always, we thank you for your generosity and support.

Maribeth Timony
Chair, Beautification
Committee
mbtimony@comcast.net

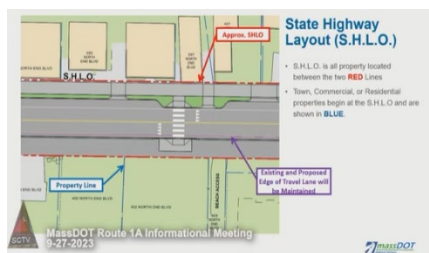
North End Blvd. Reconstruction Project

Please see Town Manager Neil Harrington's update, in this newsletter, for information on the status of the North End Blvd project. The current iteration of the plan shows that MassDOT was responsive to the concerns expressed by property owners, the Salisbury Beach Betterment Association, Salisbury Beach Citizens for Change, and Town officials. We appreciate their willingness to listen to our collective voices and to give us an opportunity to shape the future face of the north end!

A video of MassDOT's September 27th meeting is available, courtesy of SCTV, at: <https://trms.sctvmc.org/Cablecast/PublicSite/show/9375?site=1>

The PowerPoint slides are available on our website at: www.sbba.us/dot

Don Egan



Plan view of DOT design



Rendering of Design

Advertising in the SBBA Newsletter

Anyone interested in advertising in the SBBA Newsletter should contact Bill Greilich @ 508-450-3943 greilich@comcast.net
 Thank you to our advertisers who are helping defray the cost of the newsletter!



Distinguished Service Award

Each year, the Salisbury Beach Betterment honors an individual(s) for our Distinguished Service Award who, through action and influence, has continued to serve others resulting in an extraordinarily positive impact on our community. Last year the SBBA honored Robert "Boots" Chouinard for the first ever Distinguished Service Award.

This year, the Salisbury Beach Betterment Association had the great pleasure to honor three former presidents of the SBBA for the Distinguish Service Award. Ron Guilmette, Al Peterson and Ray Champagne

have dedicated many years to the Salisbury Beach Community. Their dedication and love for Salisbury has helped to improve the quality of life in our community.

Under their leadership, the SBBA facilitated, or assisted with the accomplishments listed in the chart below. Their leadership and focus have been invaluable to the well-being of the SBBA. The SBBA wishes to thank Al, Ron and Ray on their many years of service and continued hard work for the Salisbury Community.

SBBA Leadership Accomplishments:

- Established the SBBA in 1987
- Extension of the sewer to North End Boulevard
- Conversion to a 501(c)(3) charitable organization
- Blackwater River Flood Control project
- Installation of a cell tower on the water tank
- Changing to a Town Manager form of government.
- Several dune restoration projects
- Created the SBBA Beautification Committee
- Helping pass the new Town Charter
- Restoration of the Hope Chapel Bell
- Established the Salisbury Beach Preservation Trust Fund
- Established SBBA Scholarships

Sincerely,
Derek Petrillo

Lou Masiello Memorial Bench

Thanks to the SBBA and numerous donors, the "Friends of Lou Masiello" raised \$6300 to purchase a memorial bench in his honor at the Salisbury Beach Carousel Pavilion.



Lou passed last November 23rd unexpectedly and representatives from four community groups gathered to plan a memorial for Lou which reflected his devotion to Salisbury and his many interests. The Friends chose to purchase a bench with a drum theme. The back features notes and words to his favorite song "The Summer Wind".

There will be a dedication of the memorial bench on Saturday, November 18th at 2PM at the carousel pavilion. Light refreshments will be served inside in the function room afterwards.

Lou was a member of the SBBA Board of Directors for seventeen years and had many friends in Salisbury.

Please join us as we share our appreciation for all that he contributed with his family on November 18th.

Sincerely,
Monique Greilich

Fall Town Meeting

The Fall Meeting was held on Monday, October 23, 2023 at the Salisbury Elementary School. Twenty-five articles were presented and all passed. Article 25 was the most controversial. The article sought to amend the town's zoning map, changing a portion of Old County Road where the project, the construction of 19 housing units on a .69 acre triangular lot at Foote's Ice Cream stand, to a Residential 2 zone. The article passed but is pending approval by the state Attorney General. Voters also approved \$57,000 for a new Salisbury police patrol supervisor vehicle.

Sincerely,
Ron Guilmette

The Salisbury Beach Carousel

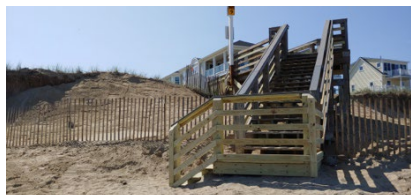


Yes it is open! The long-awaited opening of the 1909 Looft-Mangels Carousel took place in late June on the Broadway Mall. The building housing the carousel is some 6,600 square feet and it includes radiant floors, a Newburyport Bank micro-branch and an event space which is available for birthday parties and other social

celebrations. The hours of operation are Friday 4 to 8, Saturday 12 to 8 and Sunday From 12 to 6. It is open daily for private events.

Since the carousel's opening more than 22,000 riders have enjoyed this terrific addition to the beach center. The Salisbury Beach Partnership continues to raise funds for the carousel with the sale of bricks for placement outside the building, the Adopt-A-Horse program or by accepting your donation. For more information on rentals or to make a donation, contact info@SalisburyBeachCarousel.org or 978 467-0600. Relive those childhood memories or create new memories for your children and grandchildren and hop on Salisbury's Carousel!

Sincerely,
John Housianitis



Page 1 Photo - Public Access # 9 after DCR made repairs that the SBBA pushed for.

Scholarships

The Scholarship Committee is very grateful for the numerous financial contributions you have made in support of our children's and grandchildren's education. Your generosity helps allow them to continue their dreams.

This January, the year 2024 will begin. That means from a historical preservation standpoint anyone born in 1974 or earlier is considered Historic.

Well, historic or not, our members still like to "Party Like a Rock Star!" Proof from our nostalgic night with "The Corvette's Doo Wop Review", making a very nice net profit of \$3700. (As always, your donations are tax deductible, and all proceeds go directly to scholarship awards.) Again, thank you for your participation, your encouragement, and your financial support.

Regards and God Bless,
Donna Champagne, Scholarship Chair



2023 Scholarship Recipients:

Front L to R: Ella Luistro, Elena Gutierrez, Neko Kady.
Rear L to R: Jake Britton, Joseph Skiba, Matthew Sauris, Colin Pearson, Emma Campbell, Domenic Miller, Trevor Giles.
Missing from photo: Julia Rozzi, Tara Kevorkian, Brenna Coates



Beautiful Fall Decorations at Salisbury Beach



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- Visit Santa & Holiday Characters for Photos
- Skate on the Seaside Ice Indoor Rink
- Shop for Gifts at Santa's Treetop Shop
- Dine in the Festival Café or One of Our On-Site Restaurants

ADMISSION | \$10

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Open Fridays, Saturdays, and Sundays
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& Thursday, November 30
at Blue Ocean Event Center

PRESENTED BY: **Newburyport Bank**
JOURNEY WELL

TO BENEFIT: **Salisbury Beach Partnership**