



Invasive & Native Plant Advisory Committee Meeting Minutes

Date: Wednesday, March 23, 2022

Time: 7:00 PM, Location: REMOTE

Note: due to this public meeting not being posted within the 48-hour advance window, the meeting only included discussion, and the committee did not vote on any items.

Attendees: Pat Rice, Marc Basti, Emily Boeing, Annette Cate, Deb Fountain

1. Meeting Minutes Review - Mar 9, 2022 - tabled until next meeting.
2. Action Item review - the only open action at this time is assigned to Deb F: draft letter for landscapers. This is temporarily on hold.
3. Keyes-Parker Property Invasive Removal Project Planning
Marc B. and Rob Rand, Conservation Commissioner, have already begun work on removing some of the invasives just inside the gate entrance to the smaller meadow. Deb showed a brief slideshow of photos showing progress. Pat, Marc and Annette spoke about the site visit we did the week prior to work beginning, and why we determined the course of action we are taking.

Plants and seeds for KP are being delivered May 17 & Mid-June. Planting begins late May and will probably begin with the culvert area. Paula Terrasi has some volunteers to help with planting, but more would be most welcome.

4. Wild & Scenic Stewardship Committee Grant Award
The Grant Agreement is signed and the first half payment is coming next week. We have received one resume in response to job announcement so far (Tom Mirabile). Juliana will send out the announcement to Clark University. We hope to either schedule interviews, or possibly even award the contract early in April, possibly at the next committee meeting.
5. Invasive Plant Management Plan
IPMP was approved by SB at their last meeting and is now on the town website.
6. Earth Day Event - April 23rd
Deb showed the event flyer that the library made to the committee. This will be shared on various media outlets in early April. Pat asked that we schedule two adult nature walks - one at 10 and another about 1 PM. Annette and Juliana will do the nature walks with the children. Annette is creating booklets of things that the children are likely to see along the walk. Deb purchased magnifier lenses for the children. Annette and Deb will arrange time to walk the trail to garnish ideas.

7. Facebook group page/website discussion

The Committee had already agreed to develop a Facebook page. Deb provided an advance copy of an email from Martin Cadek, IT Director, concerning this. There was a discussion about using the town's FB page, as well as partnering with the Climate Change Committee and the Ag Committee to establish a website using the MassEnergize platform. Deb presented the below table to show how each option could be used. A formal vote will be taken at our next meeting. If we go with the MassEnergize platform, Juliana volunteered to be the admin person for that site.

Why do we need three communications platforms?

Platform	Benefits	Limits	Proposed use
Town website	Portal/Gateway for residents	Not user-friendly Need to rely on town staff to make our postings/changes	Basic info on mission, contacts, key documents, and links to FB page and MassEnergize site.
Facebook	Billions of active users; easy set up; social-people see what their friends like and engage	Limited control on look of page; low (1.05%) of return on search results.	Frequent postings for memes/tidbits of info with links to dig deeper. Provides vehicle to communicate with residents directly and reply to questions.
MassEnergize website	Builds credibility; best option to control our own platform with branding; Google accounts for roughly 69.03% of online searches; shared resources and meetings with other Mass towns focused on similar missions.	No limits beyond human resources required to be one of four site admins.	Team up with Climate Change Committee and Ag Commission. To share common branding (Green Pepperell and Naturally Beautiful Pepperell). Have one-stop info for residents on various sustainability topics. Links to established resources. See more on capabilities at https://www.massenergize.org/services/interactive-websites/ Year one would be a very basic site and we can grow slowly.

8. Matters That May be Raised That Were Not Reasonably Anticipated - None

9. Next meeting date - April 7th (Thursday), and Juliana will be taking the meeting minutes. There will also be a short meeting on April 20, focused only on addressing logistics for the Earth Day Event.