

**TOWN OF KENNEBUNK**  
**CONSERVATION AND OPEN SPACE PLANNING COMMISSION**  
**REGULAR MEETING – WEDNESDAY JANUARY 4 2017**  
**MINUTES**

**I. CALL TO ORDER**

On January 4, 2017 at 6:30 p.m. in Room 306 of the Town Hall, Ellen Wolf, Chairman of the Conservation and Open Space Planning Commission (COSPC) for the Town of Kennebunk, called to order the Regular Meeting.

Present: Ellen Wolf, Chair; Nick Branchina, Vice Chair; Todd Bridgeo

Absent: Jen Shack

Guests: Alaina Tridente, Membership & Tourism Manager from The Chamber  
Gordon Collins, Executive Director of the Kennebunk Land Trust

**Next meeting: Tuesday January 17 2017 @ 6:30pm**

**February meetings: Monday February 6, 2017 @ 6:30 pm**

**Tuesday February 21, 2017 @ 6:30 pm**

**II. MINUTES The minutes of December 5 2016 were accepted as read**

**III. DISCUSSION ABOUT MARKETING A PEST MANAGEMENT PUBLIC EDUCATION PROGRAM**

There was a long discussion about a Pest Management Public Education Plan which led to a further discussion about the public's lack of understanding of COSPC's mission, progress and activities.

**A. Public understanding of COSPC i.e., Awareness**

1. Create a Mission statement that is short and memorable
  - a. Preserve & protect?
  - b. Improve and protect?
  - c. Who is 'the public'?
2. Create a design or logo that will be associated with COSPC
  - a. Use colors that will be associated with COSPC
  - b. Graphics must be logical outcome of Mission statement
3. Change Commission name to 'Conservation Commission'
  - a. Has COSPC ever been involved in Open Space Planning?
  - b. Is the Town's Comprehensive Plan instructive about Open Space Planning?
  - c. Could COSPC work with other groups both from town hall and in the community?

B. Pest Management Public Education Plan

1. Create a message using COSPC's new colors, graphics, Commission name
2. Message meant to create awareness about topic
3. Revise COSPC Town Webpage
4. State purpose – do we want to change habits, thinking?
5. Suggestions about community outlets for message
  - a. Webpage text and updates
  - b. Develop FAQs for webpage
  - c. The Chamber
  - d. Bulletin Boards
  - e. Videos
  - f. Kennebunk Moms' Facebook Group Page
  - g. Pesticide Applicators
  - h. Graphics contest?
  - i. Brochures for distribution
  - j. Tailor some things for age groups: children, churches, seniors,
  - k. TV, Newspapers: Villager, K. Post, York Coastal Star

IV. Discussions about Mitigation and Minutes of 11/21/15 postponed for lack of time

The Commission adjourned its meeting at 7:58 p.m.

Ellen Wolf, Chair

Kennebunk Conservation and Open Space Planning Commission

Minutes Approved: Ellen R Wolf Date: 1/20/17