



# **SBBA NEWS**

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Spring 2016

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**Salisbury Beach Betterment Association**  
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## Celebrating Memorial Day

### Greetings from Our President

It's that time again. Spring is in the air you can smell it, hear it and feel it ...and the grass almost grows by itself. The beach roses at my campground are lush and loaded with buds. Then, in just a few short weeks, Salisbury Beach will welcome friends and families in great numbers, officially kicking off the summer season. So open the shutters and shake off the dust and start walking the beach. Whether it is sunrise, sunset or high noon, there is nothing like a

leisurely stroll along our beautiful shore!

On May 3, in the meeting room at our new state-of-the art library, SBBA sponsored one of our most successful Candidates Nights ever. SCT broadcasted the event for voters who were unable to attend. (Discover what is happening locally by tuning in to SCTV Channel 12.) Freeman Condon was re-elected, as well as newcomer, Ronalee Ray-Parrot, replacing retiring Ed Hunt. After serving 15 years as selectman, Ed will be enjoying more time with his family and

friends, but I am sure he will continue to keep an eye out for Salisbury Beach! A number of projects are in the works or near completion around the beach Completed just in time for Memorial Day Weekend was the destruction of the old Sidewalk Café cement walls along with the removal of the chain link fencing and repair of the dunes. RELIEF is here for residents on west side of North End Blvd. After many years of patience AND persistence, a new defense in the form of a wall (no not Trump's wall) is being constructed. This wall, along with road improvements, should reduce the risk of flooding. The project should be completed before winter. We must thank Senator Ives, Rep. Kelcourse, and Town Manager Neil Harrington for finding additional funds needed because the bidding came in over budget. We will continue to need their help for future projects in Salisbury.

Bikinis and Boardwalk.....Now that I really got your attention: We are in the early stages of a soon to be boardwalk along Ocean Front South. It will start at the corner of Broadway and will run south to the Dolphin Grill. The entire project is being financed by a MA Seaport Grant that was awarded to Salisbury Beach. The project will begin in the fall and there are many more details that are to be determined. Once complete, you will get to walk it from the beginning to the end and observe and embrace our beautiful ocean. Toilets and Tourism.... Perhaps the ultimate basic experience that unites all tourist experiences is the bathroom. Yes, toilets are a constant source of traveler apprehension.

Clean, reliable, functioning toilets are still hard to find. Forget advertising, the humble toilet is often the main reason why a traveler stops at a destination. And guess what? They don't just visit the toilet, they stay at the beach longer, they have coffee, they have lunch, and they buy merchandise. Call it the trickle-down effect. Still in the early stages, the state and the town are coming together with plans to build a NEW bathhouse at Salisbury Beach. Build the bath and they will come! The town and the state finally get it. As we all know, the vibrancy of the Salisbury Beach we remember as children continues to fade. But SBBA continues to work on trying to make our beach more desirable and inviting. So when a group of Salisbury Beach Center commercial property owners teamed up to present a revitalization program for our beloved beach, I was all ears. I see this opportunity to be a part of a revitalization that would bring back the timeless waterfront experience. This group consists of owners of property on Broadway South and Ocean Front South. They are in the process of presenting their plans to the Advisory Committee and Planning Board for review. There will be open workshops for the public to have first-hand knowledge of the vision as well as ask crucial questions. On behalf of SBBA, I will be attending all meetings involving this vision. (Remember, you can also see board meetings on SCTV Channel 12). I am hopeful that our town government will outline recommendations that will promote a bold rethinking of the town's water's edge as a place for successful businesses,

recreational opportunities, residential development and tourism. **I will be bringing this topic to our annual meeting which is scheduled for July 11<sup>th</sup> at the Blue Ocean Event Center. A meet and greet will start at 6:00 pm with our meeting starting at 7:00 pm.** And so it is with gratitude that I, as your president, continue to share my passions and service with our members. Thank you for being a part of this growing association! Without the support of our SBBA friends, we would not continue to evolve.

See you at the meeting!

**Ray Champagne**

## Celebrating Memorial Day



Local Realtor Melissa Corkum, who recently purchased a home on Salisbury Beach, donated and installed 500 US Flags along the beach in time for Memorial Day Weekend. Her father is a Vietnam veteran. Thank you Melissa!



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### El Galeon

The tall ship El Galeon, shown above approaching Ben Butler's Toothpick at the Salisbury Beach State Reservation, arrived in Newburyport on Wednesday, May 25. Hundreds of people lined the shores of Salisbury Beach and Plum Island to watch this magnificent ship sail into the harbor. More photos can be seen of our

FaceBook page and on our new website at www.sbba.us.

### Scholarships

Thank you for contributing to The SBBA Scholarship Fund. Your support helps create the opportunity for 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 asking you to support our children by buying tickets to our first "Laugh Out Loud" Comedy Night being held at the Blue Ocean Music Hall. The event is on Friday June 24<sup>th</sup> starting at 8:pm. Doors open at 7. We will have three great comics, as well as many baskets up for raffle. Tickets are \$25.00 each and are available online at [www.sbba.us](http://www.sbba.us) or call 978.270.6337 or 978.758.4195.** ALL proceeds benefit the SBBA Scholarship Fund. For your support and generosity, we thank you!

### Around The Town!



### New Police Station

Construction on our new police station on Beach Road is moving along and is scheduled to be completed before Christmas. Castagna Construction of Newburyport is building the new station which will have 18,000+ square feet.

### West Side Flooding

Contractors have completed construction on the portion of the wall extending north from 11<sup>th</sup> Street to the end of the project in the area of 9<sup>th</sup> Street.



Contractors are now working on drainage issues in the 10<sup>th</sup>, 11<sup>th</sup> and 12<sup>th</sup> Street areas and on the wall south of 11<sup>th</sup> Street to Florence Street. The project is due to be completed before winter.

### Ocean Front South

Construction to remove the foundation of the former Sidewalk Café and the repair of the dunes that were destroyed this past winter has been completed just in time for the summer season. Construction of the new boardwalk that the SBBA president wrote about will begin in the fall of 2016



### SBBA Fashion Show

The SBBA Beautification Committee held another very successful Fashion Show at the Seaglass Pavilion. The committee raised \$2,215.00 for their beautification projects. More photos can be seen on our Facebook page and on our new website at [www.sbba.us](http://www.sbba.us).



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