

Additional activities to promote stormwater awareness are ongoing. In November 2005 MPRSC will set up a display at Town Hall with EPA stormwater posters. A free raffle jar will be set up to give away T-shirts weekly. Printed copies of the advertisements, companion brochures, and viewing times for the video “After the Storm” will be on display at Town Hall. We will air the video “After the Storm” on the public access television channel. Construction best management practices (BMP) posters will be on display at the Building permitting office. Finally, homeowner guides to managing stormwater will be available to the public.

This stormwater campaign was successful in raising and reinforcing stormwater issues. Using EPA as a source of information gives leverage and credibility to the values and practices used in this campaign. Partnering with the Wastewater and Stormwater Advisory Committee helped us reinforce the idea that this issue is town-wide.

Website Improvements

The Martins Pond Reclamation Study Committee did have a basic website before this project, which was focused primarily on accomplishments and events surrounding the rebuilding of Clarke Park. MPRSC decided in order for our website to more fully reflect the diversity of the active members, the entire site would require rework with a new look and feel. This rework included highlighting of environmental issues and making improvements in terms of more easily usable and accessible information. The website address is <http://www.martinspond.org/index.htm>.

The result was a much more user-friendly site. The excellent collaboration by our two web designers, Kath Geoffrion Scannell and Lori Downs, improved the maneuverability of the site, added and separated environmental issues, and created several avenues to reach important pages and links. A blog was set up so important information can be posted immediately. The team’s environmental efforts were separated into areas with pages for each issue.

When the stormwater advertisements appeared in the newspaper, the ads were displayed on the site with links for more information, so that if any new visitors checked out the site due to the ad, they would find the information they were looking for very easily.

The updates required a change of web hosting companies due to the increased functionality required by the new, more diverse site. This change occurred without incident or down-time. The team is very happy with the site, and has received calls from many other groups asking us about problems faced at Martins Pond and how they are being dealt with - especially the beaver page. We continue to add content and improve the site to be a resource of information for all. The 2003 Lakes & Ponds report and 2004 US Army Corps, as well as the Draft Diagnostic and Feasibility Study, are accessible through the site.

In keeping with our goals of accessibility for all, the website's redesign is configured for use by disabled and/or blind users. As part of our website enhancements, we created a stormwater page to link to EPA's NPDES pages and information about stormwater pollution.



Reclamation of Martins Pond



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Martins Pond Reclamation Study Committee

THE MARTINS POND ASSOCIATION PRESENTS OUR 11TH ANNUAL ...

Children's Haunted Playground

Saturday October 22th 5:30-9PM
 Clarke Park, Burroughs Rd, North Reading, MA
 (across from Shaw's Plaza on Rt 28)
FREE SHUTTLE RUNNING FROM SHAW'S PLAZA

SCHEDULE OF EVENTS:
 5:30 Food and Games Open
 6:00 Costume Contest
 6:30 Little Jim's Magic Show
 7-9PM Guided Haunted Tours

Tour tickets \$3 age 12 & under,
 \$4 age 13 to adult, babies free.

LOOK WHAT'S COOKIN'!
 HOT CHILL CHOWDER & DOGS
 COCOA & COFFEE
 PIZZA & POPCORN
 CANDY APPLES

FREE COSTUME CONTEST WITH PRIZES

Reinstate 10/29, www.martinspond.org 978-884-1776

[Newsletter](#)

Visit the Martins Pond Blog for the latest updates for programs, events and environmental issues...([more](#))



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[Storm Water Pollution](#)

Learn how you can reduce waste water and storm water pollution in Martins Pond and other local streams and rivers ...([more](#))



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Use phosphorus free detergent and get a rebate. *Limitations apply...*([more](#))



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Martins Pond beaver dam breaching project...In the News! ...([more](#))



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Enjoy some great photos of Martins Pond events!...([more](#))



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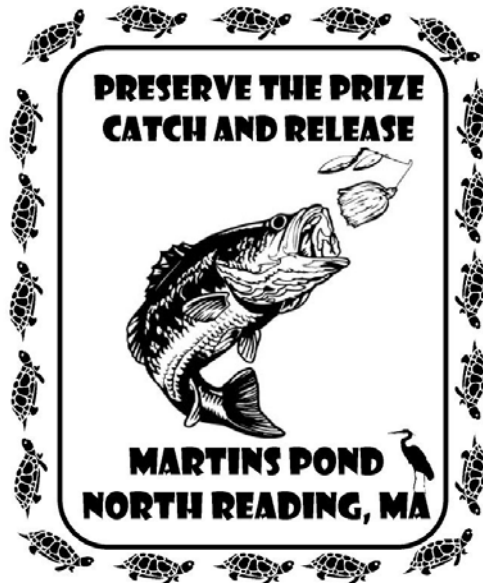
Recreation Outreach & Education

Martins Pond's primary recreation opportunity is as a great fishing destination. Anglers can be seen on the pond on any given day during the summer. Swimming is not allowed in Martins Pond due to turbidity and the lack of a formal program of weekly testing for bacteria, although it is at times is above swimmable limits. In order for citizens to know and care about the pond, they must visit and enjoy it. Some of the country's most fervent water body advocates are fishermen.

For eight years MPRSC has held a Children's Fishing Derby at Martins Pond. Our goal is to get new people to view, enjoy, and appreciate this excellent wildlife resource. It has worked as evidenced by the annual growth of the program. This year 135 children attended the event. We work in partnership with the Wildside Bass Club of Wilmington, Mass B.A.S.S. Federation and local businesses to make this event totally free.

We used this year's event as a unique opportunity to educate the public about wildlife. We distributed flyers teaching kids how to properly handle fish, and the theory of "Catch and Release" in an effort to encourage the children to have a good time, while knowing about and respecting for local wildlife. Children and their parents learned how to properly handle fish and why. The effects of this are far reaching. After this event each year, we experience increased use of Martins Pond. The Derby also gives us a chance to examine some of the fish in the pond and the diversity of the population.

We developed a flyer which we distributed at the event, describing the principles of catch and release fishing. In addition, we created a sign showing fish species in the pond which is on permanent display at both the boat ramp and Clarke Park. Included on the sign is Public Health Advisory concerning Mercury in the fish in Martins Pond never before displayed.



Fishing Derby T shirt

PRESERVE THE PRIZE, CATCH AND RELEASE



Obey State Regulations.

**Fish for fun, not food.
Try to use barbless hooks.**

Use rubber or cotton nets.

**Handle fish with wet hands to
protect the mucus layer.**

Use pliers to remove hooks.

**Handle gently,
don't squeeze.**

Don't hold near eyes or gills.

**Keep fish in water,
don't allow it to flop on beach,
dock, or boat.**

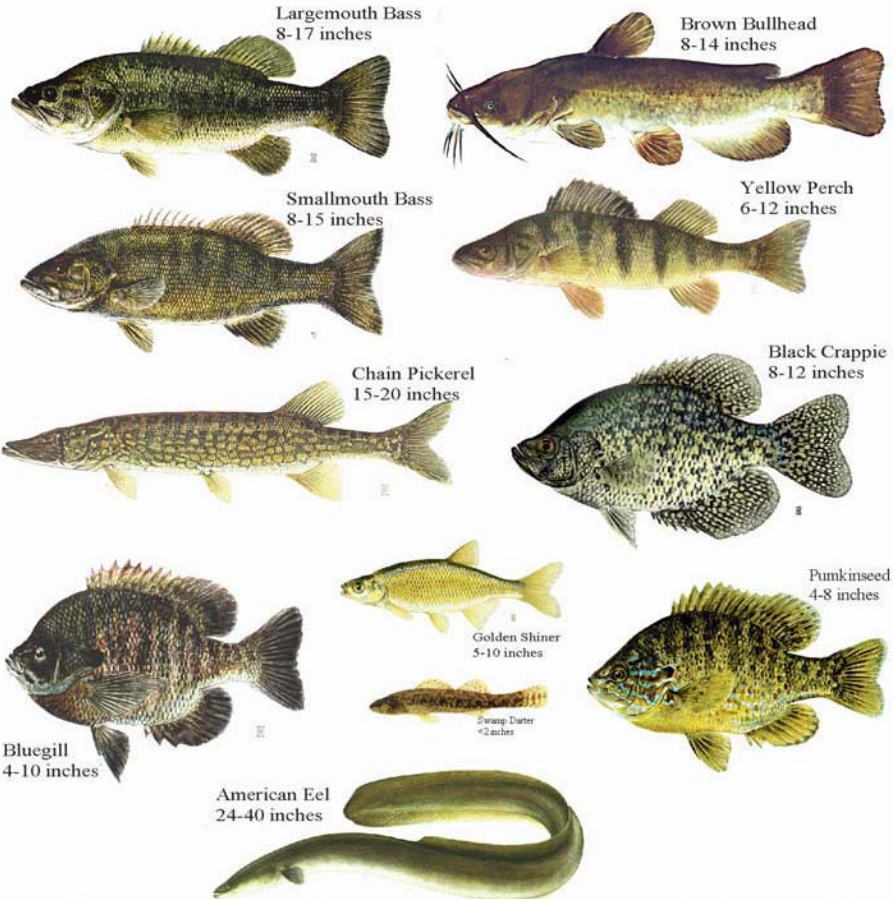
**To revive, hold fish under
water facing current,
under belly and by tail, don't
swish back and forth.**

Children's Fishing Derby Handout



What did you catch?

The fish shown below live in Martins Pond.



PRESERVE THE PRIZE-CATCH AND RELEASE

Principles of Catch and Release Fishing:

- Obey State Regulations. Fish for fun, not food.**
- Use barbless hooks. Use rubber or cotton nets.**
- Handle fish with wet hands to protect the mucus layer.**
- Use pliers to remove hooks. Handle gently, don't squeeze.**
- Don't hold near eyes or gills. Keep fish in water, don't allow it to flop on beach, dock, or boat.**
- To revive, hold fish under water facing current, under belly and by tail, don't swish back and forth.**

PUBLIC HEALTH ADVISORY: Largemouth Bass, Black Crappie, and Yellow Perch were found to be contaminated with Mercury. Children under 12, Pregnant Women and Nursing Mothers should not eat these fish, please catch and release. All other people should limit consumption of these species to two meals per month. For more information contact Mass. Dept of Public Health 617-624-5757

Created by Martins Pond Reclamation Study Committee, funded through Dept of Environmental Protection. Visit www.martinspond.org