

Eastern Trail Alliance

May 15, 2014

Annual Meeting

Old Marsh Country Club

Wells, Maine



www.EasternTrail.org

2014 Annual Meeting

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May 15, 2014**

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President's Column

ETA Annual Meeting 2014

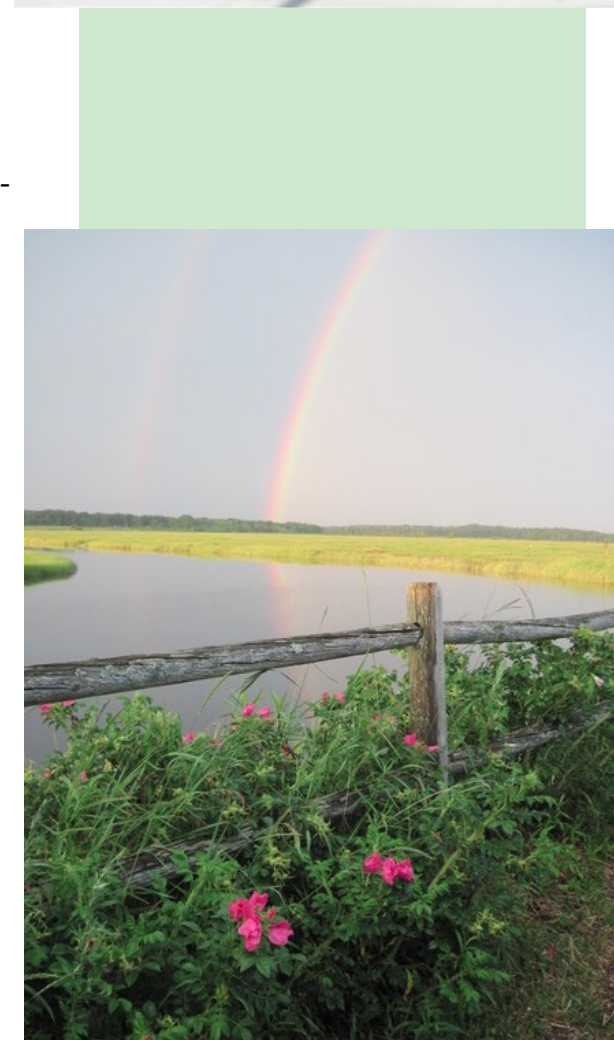
The term is complete, finals are over, and grades have been posted. Let's take a look ...

SETA – no doubt about it: the Eastern Trail to date has been all (or mostly) about the northerly end. And what of Wells, North Berwick, South Berwick, Eliot and Kittery, and the two-thirds of the ET that await completion? There's a group breathing life into the southern ET, meeting monthly in Wells and spreading the word to what is proving to be a receptive audience. And watch for group rides this spring designed to educate, familiarize and attract attention to the future off-road Eastern Trail. Grade: B+.

Next Steps South – the towns of Kennebunk and Wells are working toward funding engineering and design, which would result in shovel-ready status for if and when construction funding becomes available. Thumbs up to long-time ET supporters Barry Tibbetts and Jonathan Carter, town managers in Kennebunk and Wells, respectively. Grade: A-.

Sharing the Message – three concepts here: newsletters, e-mail blasts, and events. And the grade being assigned is all about ETA's awesome staff, and ETA's lifeblood – volunteers. Media attention ebbs and flows as new sections of the Trail open, or happenings like Joe Yuhas and John Andrews' Moonlight Walks occur. The real constant, though, is the semi-annual newsletter, the periodic emails, both chock-a-block with up-to-the-minute news of the Trail, and the events – wellness fairs, community celebrations, open houses – that give us the chance to share the Trail with the curious. Grade: A+.

Maine Lighthouse Ride – the ETA's primary, annual fundraiser, from which much of everything we do stems. If you haven't ridden – ride it. If you



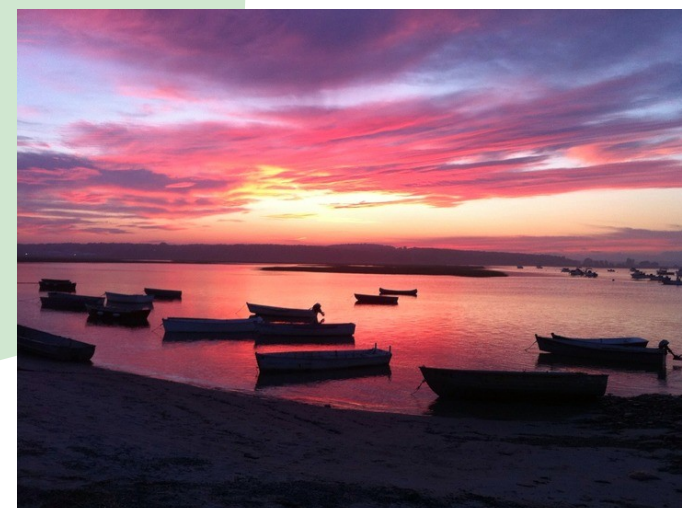
haven't volunteered, you must – it's harder every year to measure whether the cyclists or the volunteers have the biggest smiles. This year, it's on September 6, and registration is open now. Grade: A+.

Maintaining What We've Got – what do you think? The ice and snow are gone, and the trail has dried out for the most part. Is the trail surface back to what you'd hope to see? Level, fairly smooth, no soft spots, no drainage problems, safe? If you see issues with the trail, please let us know – the ETA can work with the ET Management District and the host communities to address any problems. Grade: you tell us.

Okay. Our (pretty much) unbiased report card is looking good. We think the State of the Trail is good, and getting better. And, as always, we want your input, whether you agree or not – tell us what you think! And enjoy the Trail.

Bob Hamblen

President



2014 Annual Meeting Agenda

Old Marsh Country Club, Wells, Maine

May 15, 2014

5:30 Social time: snacks, cash bar (continues through meeting.)

6:00 Annual Business meeting – ETA President Bob Hamblen

Show of hands how many will be staying for dinner?
Move to accept the minutes of the 2013 annual meeting.

Questions on 2013 year-end financial statement.

Motion to accept **Nominating Committee Recommendations**.

Only dues-paying ETA members may vote.

Renewal of current trustees with 2014 expiration dates:

3-year term:

Bob LaNigra, Vice President & Secretary
John Andrews, President Emeritus
Joe Yuhas

2-year term:

Jim Munroe
Rep. Megan Rochelo

Retiring: Tom Daley

Nomination and vote for new trustee recommendations:

2 year term:

Suzanne Patrakis
Shawn Works

Member questions about anything concerning the Eastern Trail?

6:30 Motion to **adjourn** the annual business meeting?
(approx..)

7:00 Guest Speaker:

Carl Knoch, Northeast Trail Development Manager
for Rails-to-Trails Conservancy
“True Confessions of a Trail Builder”

7:30 Dinner – Order from the menu.

Minutes of Annual ETA Meeting

May 9, 2013

Business Meeting

Attendance:

Trustees: John Andrews, Bob Bowker, Bob Hamblen, Joe Yuhas, Jim Bucar, Jim Munroe,
Deb Erikson – Irons, Judy Haley, Tim Lambert, Marianne Goodine

Welcome and Introductions: Meeting started at 6:15 PM

Approve Minutes of 2012:

Motion by John Andrews, 2nd by Jim Bucar; approved by all trustees present

Financial Statement Acceptance Approve Financial Report for 2012:

Motion – Jim Monroe, 2nd – Debra Erickson-Irons
Unanimous approved by all trustees present.

Trustee Re-election Nominations for Election of Trustees:

The following were nominated with terms to expire in brackets: Bob Hamblen (2016), Bob Bowker (2016), Deborah Erickson-Irons (2016), Tom Daley (2014), Megan Rochelo (2014)

Voted to re-elect: unanimous.

Questions and Comments

Nonesuch R. Crossing; addressed by John Andrews
Trail accessibility

Bollards prevent access

Addressed by Bob Hamblen

South of Kennebunk

Meeting with Pratt & Whitney

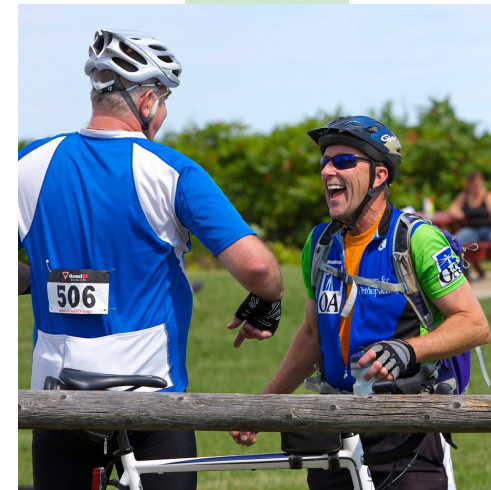
Trying to bring Berwicks back into ETMD

Town of Wells, Kennebunk have submitted applications

Memorial Bridge under construction

What are current projects?

Scarborough – So. Portland design



Motion to Adjourn: Motion was made and approved. Meeting ended at 6:45 PM.

Submitted by: Bob Bowker, Vice President

Eastern Trail Alliance

Officers & Trustees

May 13, 2013

Bob Hamblen, President and Treas.
Saco City Planner **2016**
347 Ferry Rd,
Saco, ME 04072-2211
bhamble1@maine.rr.com home
bhamblen@sacomaine.org work
W 207-282-3487, or H 207-286-3431

Bob Bowker, Vice President **2016**
President Bowker & Associates
21 Summerfield Lane
Scarborough, ME 04074
207-883-3271, W 207-874-8077
rbowker@bowkerandassoc.com

Bob LaNigra, VP & Secretary **2014***
7 High Bluff Lane
Scarborough, ME 04074
207-883-8662 or cell 207-210-3862
runnar1@gmail.com
Retired engineer.

John R. Andrews, President Emeritus
472 Sophia Ave **2014***
Scarborough, ME 04074
207-282-1979
Jandrews717@gmail.com
Retired engineer

Jim Bucar **2014***
11 Homewood Blvd
OOB, ME 04064
207-934-4823
jbucar@maine.rr.com
Retired English teacher

Tom Daley - **2014***
33 Old Country Rd.
Scarborough, ME 04074
207-883-6183
ted434@gwi.net
Retired educator

Deborah Erickson-Irons **2016**
Coalition Director, Choose To Be Healthy
15 Hospital Drive, York ME 03909
207-439-6504
DErickson-Irons@YorkHospital.Com

Marianne Goodine **2015**
Assistant Town Manager, Town of Wells
208 Sanford Rd
Wells, ME 04090
207-646-5113, ext. 200
mgoodine@wellstown.org

Judy Haley, VP **2015**
Brown Industrial Group
PO Box 638
Berwick, ME 03901
207-698-5598
judy@brownindustrialgroup.com

Tim Lambert **2015**
143 West St.
Biddeford, ME 04005
207-284-5914; tim.lambert@outlook.com
Texas Instruments, System Engineer

Jim Munroe **2014***
Unit #1, Olympia Dr.
Old Orchard Beach, ME 04064
207-934-3834; Jmonroe@maine.rr.com
Retired General Dynamics

Rep. Megan Rochelo, Executive Director,
Coastal Healthy Communities Coalition
655 Main St, 1st Floor **2014***
Saco, ME 04072
W 207-602-3550
MRochelo@une.edu
Member Maine Legislature

Joe Yuhas **2014***
18 Forest Ave
Biddeford, ME 04005
C 207-408-6093; H 207-283-4487
E-mail: folk44@aol.com
Retired Biology teacher

ETA Part-Time Office Staff
Carole Brush, ETA/ETMD Executive Director
Scott Marcoux, ETA Communications Coordinator
Larry Glantz, ETA Web Coordinator

P.O. Box 250
Saco, Maine 04072
eta@easterntrail.org
207-284-9260 – office

Federal Tax ID number: 01-0523949

*(Year term expires at annual meeting)

Eastern Trail 2013 Treasurer's Report Expenses

Eastern Trail Alliance		2013 Treasurer's Report		
		2013 BUDGET-APPROVED	2013 year end	
Expenses				\$48,622.57
Newsletter				
	Printing	2,000.00		4381.30
	Design.misc	100.00		113.73
	Postage	200.00		417.11
Total		2,300.00		4,912.14
Office				
	Rent	2,100.00		1950.10
	Phone	400.00		367.69
	Supplies & printing	1,250.00		1017.93
	Computer hardware/software/support	1,200.00		846.43
	Postage & PO Box, Permit	800.00		802.20
	Credit Card & Paypal Fees	600.00		785.78
	Misc	800.00		6.11
	staff	34,500.00		27799.44
	Payroll Taxes	7,500.00		7839.82
	Payroll Bank Charges	550.00		641.10
Total		49,700.00		42056.60
Board				
	Insurance	1,000.00		972.00
	ETMD & other dues	5,200.00		5115.00
	Sales Tax, Audit & tax return	25.00		746.50
	Training/Conferences	200.00		0.00
	Web site, fees, etc.	200.00		540.51
	Misc., fees (annual report)	150.00		88.99
Total		6,775.00		7463.00
Misc.				
	Annual Appeal	800.00		1,554.09
	Misc., PR awards, Promos, mtgs	1,800.00		2352.81
	Annual meeting	650.00		752.05
	ME Lighthouse Ride	16,000.00		19440.26
	Print Brochure-ETA	1,400.00		1436.33
	Trail guide	0.00		498.68
	Kiosk/Trail Enhancements	1,250.00		18.40
	Jersey Costs	10,000.00		10411.60
	Kid's Mob - should be done by July	0.00		1,975.76
Total		31,900.00		38439.98
	TOTAL	90,675.00		\$2,871.72



Eastern Trail 2013 Treasurer's Report Income

Eastern Trail Alliance		2013 Treasurer's Report	
		2013 BUDGET-APPROVED	2013 year end
Income			
Dues/membership	15,000.00		18307.59
Annual Appeal	4,000.00		2675.00
Misc., Interest, sales, etc	200.00		146.48
Trail guide sales	3,000.00		2401.59
Donations	3,500.00		5165.73
Grants	0.00		0.00
ME Lighthouse Ride	55,000.00		69608.71
Jersey Sales	12,000.00		13305.21
Kid's Mob - should be done by July	0.00		1795.70
	TOTAL	92,700.00	113,406.01
Surplus		2,025.00	20,534.29
			69,156.86

Existing Funds	31-Dec-12
SBS-operations	30,848.42
SBS CD	15,186.01
KSB	2,588.14
TOTAL:	48,622.57

Ending Balance	31-Dec-13
SBS-operations	49,117.86
SBS CD	15,231.63
KSB	4,807.37
TOTAL:	69,156.86

GRAND TOTAL: 48,622.57

GRAND TOTAL: 69,156.86



The ET – Getting There from Here ...

Ten years ago you might have heard – “Let’s go to the Eastern Trail.” Or, “I volunteer for the Eastern Trail.” Followed by - “What? Where?”

Today the responses are – “Wow – that’s great! It’s terrific to have this resource so close. We use it all the time. When’s the next section going to be completed? Keep up the good work.”

The dream of creating a 65-mile off-road transportation/recreation thoroughfare – started some 15 years ago – is now more than one-third complete. Yet, we have miles (43 of them roughly) to go before we sleep ...

The ET continues to gain international recognition and use as quickly as it is adding off-road miles. Let’s take a look at some recent accomplishments.

Doubling off-road mileage by adding 10.5 miles of trail; adding three significant bridges and a huge culvert; installing town line indicators; emergency response mileage markers; several benches and informational kiosks.

Currently the Town of Scarborough is in the final stages of completing the preliminary design to connect the off-road ET in Scarborough to the off-road South Portland Greenbelt – a significant step in closing this critical gap.

In Old Orchard Beach, plans for a spur trail connecting the downtown area and beaches to the ET will provide easier access for residents and vacationers.

Thanks to a generous grant from Kennebunk Savings Bank, this year we will measure the economic impact of the off-road sections of the ET from Kennebunk to Scarborough.

In addition to various ETA-sponsored and led events each year, the trail hosts many other groups’ fundraising events. These double in number every year and include 5k races, cycling tours, a half marathon, and a triathlon, introducing hundreds of new users to the trail.

The Southern Eastern Trail Alliance (SETA) group has grown by leaps and bounds – attending more events each year to raise ET visibility and gain support for completing the southern section of the trail. This year they have added their own event – a monthly bicycle ride: Discovering the Trail.



*Where we've been ...
the Scarborough Marsh Bridge just prior to opening in 2004.*

Many municipalities have adopted the trail for use in their phys-ed and afterschool programs.

Easy access to the trail contributes greatly to the healthcare programs offered by Southern Maine Health Care for their patients and employees.

Local and national press continues to recognize the ET – listing our events as “Best Bets” of the week; and placing our annual fundraiser, The Maine Lighthouse Ride, as one of the “most scenic” Century Rides in the Nation.

Easy access to the Eastern Trail is featured as a major benefit in local real estate ads.

The ET is recognized by the Maine Department of Transportation as one of the state’s Trails of Statewide Significance. We have received over \$10.5 million in state and federal DOT funds for the current 22 miles of off-road trail.

Unfortunately, funding sources at the state and federal level have declined. The most recent applications by the towns of Kennebunk and Wells for a grant to fund the design and engineering phase of the trail were denied. This wake-up call makes us realize the importance of seeking alternative strategies and sources for funding.

In an effort to keep the momentum going, Wells and Kennebunk are working together to continue the trail southward. To keep costs down, they will utilize in-house resources for the design phase. Once the design phase is complete, the project will be eligible to seek construction funding.

Our next challenge may be funding the rest of the off-road trail. Trail construction has typically been \$400,000-\$500,000 per mile. We are trying to reduce this by utilizing in-house resources, creative design techniques, bringing down costs for surface materials ... but – you do the math – 43 miles will still be a big chunk of change.

Is it time to change our Maine Lighthouse Ride to a more significant fundraising event? Shall we seek private funding – corporations, individuals, foundations? Surely you must know someone ...

Help us get there – send your creative funding ideas to eta@easterntrail.org and turn the next “Remember when.....” into “Remember when we still had miles to go ...”

Happy continued trail (building),

Carole Brush
Executive Director

*Where we're going ...
the 2013 re-opening of
the Memorial Bridge at the
southern tip of the ET.*



Another Sell-Out Crowd For The 10th Annual Maine Lighthouse Ride

The Maine Lighthouse Ride has earned its place as one of the most popular one-day bicycle rides in New England, if not the U.S. Active.com named the Maine Lighthouse Ride one of the U.S.'s 12 Cycling Rides to Do. In 2013, we sold out at 1,000 riders three weeks before the September 7 event. Once again, the response from the riders was overwhelmingly positive. With over 90 busy volunteers, our registration, rest stops, traffic control, and lunch preparation went off without a hitch. We added a tent behind the Culinary Arts building to handle the lunch overflow, and stepped up security at Southern Maine Community College at their request. In addition, we offered 10th Anniversary MLR jerseys, which were hot sellers. With near-perfect weather, the ride was a huge success.



The 2013 Maine Lighthouse Ride netted about \$45,000, proceeds which are used to fund the operation of the Eastern Trail Alliance. Although the ride fee was raised to \$60 (for non-ETA members, our largest number of riders), we incurred significantly greater expenses for use of SMCC facilities, tent rental, additional security and police support. For 2014, registration fees are \$70

for non-members and \$55 for ETA members. As of May 1, we have over 500 people pre-registered for the 2014 ride, and have increased the limit to 1,200 riders.

The lack of federal and state funds to continue construction of the Eastern Trail has prompted the Eastern Trail Alliance to consider alternative funding sources. Is it possible to transform the Maine Lighthouse Ride into an event that would generate enough revenue to help pay for new trail construction? The concept would be similar to the Trek Across Maine, Dempsey Challenge, and the MS 150 in which riders would be required to raise money in support of the Eastern Trail, in addition to the registration fee. How many people would be willing to go to bat for the Eastern Trail and raise an additional \$100 to \$200? Would we lose our out-of-state riders who travel to Maine each year specifically for this ride? These and other questions are being discussed by the ETA trustees, and we welcome your input as members. For 2014, we will continue the current, highly successful format, with the expectation of 1,200 happy riders!

Bob Bowker
MLR Chairman
ETA Vice President



SETA is Alive and Thriving!

The Southern ETA group has gained gratifying strength and numbers since last summer's community displays and presentations. Those activities were designed to spread the word about the Eastern Trail and increase support at the grass roots level. Our awareness program showcased the far-reaching benefits of the existing trail, as well as the benefits that will follow as the off-road trail is extended to and through Wells, the Berwicks, Eliot and Kittery to connect with NH at the Memorial Bridge.

Since last fall, SETA members have been meeting on a regular basis to explore and increase the effectiveness of our awareness program. Many new faces have been added to the group, increasing the pool of talent and imaginative ideas to accomplish our goals.

Ann Kendall came up with the idea of our sponsoring a trail ride which would follow the on-road section of the ET (also known as U.S. Bicycle Route One). Over the last few months, we have been researching that project, developing possible routes, checking with town officials and, with the help of some of



A glimpse into the future — the culvert under Route 109 in Wells, Maine

the Maine Lighthouse Ride's experienced leaders, studying the details that have made that ride so successful. After hitting a roadblock on our initial choice of date for the event, we decided that we would instead initiate a series of smaller monthly rides over the summer. Rather than try to organize all the details of a major trail ride with just a short period of time to plan and execute it, we'd work up to that project. The monthly rides will also give us a chance to become familiar with the route in hopes that we will be ready to host the Spring on the Trail next year.

In Ann's words, "We have decided to start slowly to build awareness and interest in the Eastern Trail by having a series of rides — Discovering the Eastern Trail — to be offered once a month for groups of about 20 riders." The first ride is planned for June 21st from Kittery to Vaughn Woods and will return along the scenic River Road. This ride coincides with the Kittery Block Party which will definitely increase our exposure and

draw attention to our ET booth. The ride on the 16th of August shares that date with North Berwick's Annual Mill Field Festival, again drawing attention to our ET presence at the event. Each monthly ride will continue sequentially up the Eastern Trail with rides on the second Saturday of each month until we reach the off-road section at Route 35 in Kennebunk.

The rides will be around 20 miles in length, allowing for travel at a moderate pace, emphasizing the safety and the pleasure of bicycling along the trail. We plan to stop occasionally at points of interest and concentrate on features of local historical or natural significance. Each ride will have a leader, a sweeper and a support vehicle to assist with breakdowns if necessary.

It promises to be a very busy season as you can see. SETA will be on the road as well as maintaining and extending our presence at the many community events in the southern towns in York County.

Joe Yuhas
Trustee

Partial Listing of events ETA volunteers led or attended since April 2013. We have tried as much as possible to highlight one or more of the volunteers who led or guided each event, but the kudos are certain to be incomplete. We appreciate the leadership of all our volunteers, always.

2013

Jan

Moonlight Walk, SMHC in Biddeford – Joe Yuhas

Feb

Great Maine Outdoor Weekend/Ski, Shoe or Walk, SMHC in Biddeford – Joe Yuhas

Full Moon Ski, Shoe or Walk, SMHC in Biddeford – Joe Yuhas

Active Community Environment Team, Scarborough – Bob B., John A., Carole B., Tom D.

March

Full Moon Ski, Shoe or Walk, SMHC in Biddeford – Joe Yuhas

The Eastern Trail: A Trail and a Vision, North Berwick – Bob H, Tad R., Deb E-I., John A.

April

Scarborough Marsh Clean-up, ET in Scarborough – Tom Daley, Joe Bureau

Full Moon Walk, SMHC in Biddeford – Joe Y., John A., Carole B., Mogens & Donna Ravn

UNE Health Fair – Joe Yuhas, Brenda Edmands

Family Fun Day, YMCA of Southern Maine, Biddeford – Scott Marcoux

BCM Great Maine Bike Swap, USM Sullivan Gym, Portland – Bob Hamblen, Judy Haley

York County Active Community Network Meeting, Wells – Joe Y., Carole B., Bob H.

May

Eastern Trail Annual Meeting, Old Marsh Country Club, Wells

USM Health Fair – Brenda Edmands, Carole Brush

Moonlight Walk, SMHC in Biddeford – Joe Yuhas

Walk for the Homeless, ET at TA, Saco – Veterans Administration

Make-A-Wish Walkathon, ET at TA, Saco – Make-A-Wish Foundation

Snowy Egret 5K Run, ET in Scarborough – Bob LaNigra, Carole B., Joe Y, Scott M. & Friends

EcoDay at Laudholm Farms – Joe Yuhas

June

Kittery Block Party – Deb Erickson-Irons, Judy Haley, Marianne Goodine, Carole B.

Scarborough Trail Walks – Old Blue Point Road, Jim Munroe

Saco Sidewalk Art Festival – Bruce Wakefield, Jim Munroe

SMHC Be Healthy 5K – Bob L., Carole B., Bob H.

Biddeford 50+ Walk, Saco – Carole B.

July

ET presentation, Wells Library

ET Loop Bike Ride, Bug Light-Saco and back – Russ Lamer

Biddeford 50+ Walk – Scarborough – Bob L.

Senior Expo 2013, Kennebunk Elementary – Joe Yuhas, Cookie Kalloch, Carole B.

Wells HarborFest – Marianne Goodine, Judy Haley, Deb-Erickson-Irons

Scarborough Trail Walks – Old Blue Point Road, Jim Munroe

ET presentation to Scarborough Rotary – Jim B., Bob L.

August

Inaugural Ride on the ET for Saco Bikes for Kids – Melissa Field, Justin Chenette

Scarborough Trail Walks – Old Blue Point Road, Jim Munroe

ET Loop Bike Ride, Scarborough Marsh-

Kennebunk and back – Russ Lamer

Revolution3 Triathlon, ET in OOB – Carole

Brush, Bob LaNigra, many more!

Sept

10th Maine Lighthouse Ride – Founder Bob Bowker and 100+ volunteers

NF Walk, ET at TA, Saco – Children's Tumor Foundation

Biddeford 50+ Walk – Carole B.



Walk to Cure Diabetes, ET at TA, Saco
 Scarborough Trail Walks – Old Blue Point Road, Jim Munroe
 Scarborough Schools Walk, for Great Maine Outdoor Weekend
 ET Twilight Walk, SMHC, for Great Maine Outdoor Weekend – Joe Yuhas
 Prouts Neck Walk, Scarborough – John Andrews

Oct

Connor Chretien Memorial Scholarship Walk N Roll, ET at TA, Saco
 Maine Walk, Run or Roll Against Bullying, ET at TA, Saco
 Kennebunk Middle School 5K, Kennebunk Elementary
 Strength to Live 5K, ET in Biddeford
 Moonlight Walk, SMHC in Biddeford – Joe Yuhas
 ET road crossing improvements, Scarborough – Town of Scarborough
 YMCA Harvest Half Marathon, ET at SMHC – Bob LaNigra
 Sustain Southern Maine panel discussion – Bob Hamblen

Nov

Preliminary Design for Scarborough-South Portland link – Bob Bowker & HNTB
 Moonlight Walk, SMHC in Biddeford – Joe Yuhas

Dec

Moonlight Walk, SMHC in Biddeford – Joe Yuhas

2014

Jan

ET Full Moon Walk, Snowshoe or XC Ski, Scarborough Marsh – John Andrews
 York County Active Communities Network Event, Sanford – Bob H., Carole B., Scott M.

Feb

ET Moonlight Walk, Snowshoe or XC Ski, Scarborough – Scott Marcoux
 ET Full Moon Walk, Snowshoe or XC Ski, GMOW, SMHC – Joe Yuhas

March

ET Moonlight Walk, SMHC in Biddeford – Joe Yuhas
 Active Community Environment Team - Scarborough – Bob B., John A., Carole B.

April

Scarborough Marsh Clean-up, ET in Scarborough – Joe Bureau
 ET Moonlight/Sunset Walk, Scarborough-OOB – John Andrews
 ET Moonlight Walk, SMHC in Biddeford – Joe Yuhas
 Opportunity Alliance – John Andrews
 Active Community Environment Team, Saco – Carole Brush, Scott Marcoux, Bob H.



Public Relations Report for 2014

The ETA's PR is a conversation with the greater ET community, rather than just a series of press releases, posters and social media postings. With every bit of info shared about trail developments, events, and fundraising efforts, we receive overwhelming support, suggestions, and enthusiasm from ETA members, sponsors, Maine Lighthouse Ride participants, volunteers, and trail users who propel this mission forward.

Our local media also continues to recognize the ET's impact on the community. More reporters follow up on our press releases, with some joining us for events like our popular monthly ET Moonlight Walks. Our efforts and events are highlighted in columns and community listings, while our Facebook status updates are shared on news pages. The media join everyday trail users and the more than 1,650 fans of the ETA Facebook page, who are regularly engaged in the news and images from the trail. And as always, word of mouth most often leads the uninitiated to discover the trail for the first time.

Likewise, outreach for the 2013 Maine Lighthouse Ride took a backseat to the praise of regular riders, though we still spread the word through media and partner organizations such as the Bicycle Coalition of Maine, and through the distribution of MLR brochures throughout New England. The tipping point was reached several weeks before the 2013 MLR, when registration reached the 1,000-rider cap, allowing us to eliminate onsite registration, and focus more on putting on a great day for our cyclists. Despite a cap increase to 1,200 riders for 2014, we expect to reach our cap even earlier this year.



The ET's off-road sections continue to draw outside groups for their fundraising events. Those organizations find what other trail users already know – the ET is a safe and attractive alternative to busy roadways. Almost 20 outside groups have applied to reserve dates for their events, to be held on various sections of the trail this year.



The trail continues to market itself to nearly every summer tourist, leaf peeper and winter sports enthusiast with the graceful Eastern Trail Turnpike Bridge, just north of the Kennebunk exit of the Maine Turnpike. The rustic John R. Andrews Bridge similarly welcomes visitors while helping users over Route 1 in Saco. But these constructed parts of the trail get a huge PR boost from wildlife. For a great many trail users lucky enough to have such an encounter, the wildlife native to trail areas – egrets, ibises, heron, tur-

keys, turtles, and beavers, to name a few – are the largest draw, a reminder of how important trails are in our otherwise busy and developed environments.

With 40+ miles of trail left to build, we look forward to bringing new awareness and new fundraising efforts to the public's attention. We hope that our 2014 Economic Impact Study will provide further evidence of the benefit of bridging more of the trail's gaps in the years to come.

Keep the conversation going,

Scott Marcoux
Communications Coordinator

EasternTrail.org Update – May 2014

The Eastern Trail website continues to be a valuable tool to promote the trail, and to educate and engage trail users and trail advocates. Examples of the importance of this website include the following:

Letting people know about the trail and how it can be used – Our monthly Moonlight Walks are published throughout the year, and during the summer many other organization's trail events are listed. Recently we launched a Conditions on the Trail page to provide trail users with more information on seasonal conditions as well as specific conditions such as washouts, maintenance work, and trail closures.

Signing up riders for the Maine Lighthouse Ride – The MLR is the primary fundraiser for the ETA, and an important trail educational tool with a national reach. Connection with national cycling websites as well as Google and other search engines helped us to fill all MLR slots weeks before the event.

Recruiting new volunteers and trail advocates – Listing volunteer needs and relating how fun and satisfying it is to volunteer with the ETA.

Promoting Sponsors who are helping the ETA in many ways – The slide show on the site's front page shows the company logos of our major sponsors, in addition to our full page of logos for sponsors of the Maine Lighthouse Ride.

Communicating many other stories – Stories of how ETA members and trail users are helping to build, monitor, enjoy and promote the Eastern Trail.

As webmaster, I continue to build the content and functionality of the site using the new design that ETA Trustee Tim Lambert and others developed in 2011. I built the original website back in 1998, and that early site won American Trails' best local trail website award in 2003.

Here are some interesting statistics about the site:

During the month of March 2014 there were 6,472 visitors to the site (3,619 unique visitors), and these visitors clicked into 95,061 pages. This compares to only 1,784 unique visitors in October of 2012.

Top downloads are of course the Trail Guide, the Maps page (in PDF file) for the Biddeford Savings brochure, and the MLR Century Route.

Visitors come to the site from all over the world. The countries with the largest number of site visitors are Canada, Great Britain, the Netherlands and Russia.

Most visitors find their way to the site from Internet search engines, such as Google, Yahoo, and Bing. Many find our site through links on Active.com (the registration site for the Maine Lighthouse Ride and similar athletic events), the East Coast Greenway site, the Bicycle Coalition of Maine site, from Facebook, and even from the websites of towns along the Eastern Trail.

Here are some key features of the website:

Latest ETA News – Displays Breaking ETA news items, with information changing almost daily

Join Us/Support the Trail – Content promoting support of the mission through ETA membership

ETA Trail Guide – available in downloadable color form to print, with a form to order a spiral-bound copy Trail Guide using a credit card, as well as links to other trail map resources

Maine Lighthouse Ride – Registration links, Ride Descriptions, Cue Sheets and Maps, also with pictures and videos from past rides

ET News & Documents – Including the latest Newsletter, News Archives (some back to 1997), Key ETA Documents, Trail History, Important Internet Links, Laws and Regulations, and ETA Press Releases

About Us – Lists ET Trustees and Advisors, plus links to the ETA brochure and the Purpose and Needs statement, Pictures of ETA events on the trail, and Videos on and about the trail

Events – Includes a page of trail events broken down by trail section, and an events calendar via Google.

Eastern Trail Management District (ETMD) documents – Meeting minutes and agendas, policies, and archived documents including meeting minutes going back to 2006.

Mobile Site (m.eastertrail.org) – Provides a simpler and faster loading site for visitors using smartphones, tablets and other mobile devices.

We encourage all friends of the ET to use the website, but also to provide feedback on what works, and what could be added to the site to make it better. Please forward all ideas to webmaster@EasternTrail.org

Larry Glantz, Webmaster

Eastern Trail Alliance logo and **East Coast Greenway** logo are visible at the top of the page.

Trail Tracks

Eastern Trail Closures Next Week for Gas Pipeline Maintenance Work

Gas line work next week will require a temporary closing between Alewife Road (Route 35), Kennebunk and Limerick Road, Arundel. This section will be closed for TWO days starting around the 16th. A shorter closure will occur near Bass Lane, Arundel West Cole Road for an hour or so between 4/16 AM & 4/17 PM.

Sponsors

SACO & BIDDEFORD SAVINGS INSTITUTION

What's New on the Trail? Changes Made in the Maine Lighthouse Ride!!

The MLR will now register up to 1200 riders. We are taking steps to allow more riders yet still preserve the quality of the ride. Also, there will be no on-site registration the day of the ride - riders must pre-register. Have you registered yet?? [More here](#)

Marsh Madness Photo Contest - Biddeford Savings

Biddeford Savings' photo contest focuses on the Scarborough Marsh. The ten marsh photos with the most votes have a shot at the \$500 prize, plus \$500 for their favorite charity or nonprofit. ETA volunteer Joe Bureau's photo finished in the top 10! [See all the submitted photos here.](#)

Saco section of ET to be dedicated to Mary's Walk

A 2-mile section of the Eastern Trail is being dedicated by the city of Saco to Mary Kerry Libby, for which the annual Mary's Walk is named. [Read more here](#)

The Eastern Trail - Southern Maine's Multi-Use Greenway

The Eastern Trail is a 65 mile section of the East Coast Greenway, a transportation-recreation greenway connecting Kittery, in southernmost Maine to Casco Bay in South Portland!

The Eastern Trail is both a trail and a vision. The Eastern Trail has a growing span of off-road sections, as well as a scenic on-road trail that mostly follows quiet country roads. Experienced bike riders and hikers can enjoy a beautiful journey from South Portland's Bug Light Park on Casco Bay (near Portland) to Kittery's Piscataqua River.

ET Bridge over the Maine Turnpike

ET Route Sign

"The trail is humming with energy and events on its newly connected sections, but it's not done growing." [Maine Sunday Telegram](#), Dec. 2, 2012

We invite you to become an active part of our effort to build, enjoy, and sustain this wonderful resource. This website will help you connect to current events, development activities, and other means of engaging with this trail and vision.

If you are new to us and to this site, the following links are a great place to start:

- [Our brochure](#)
- [Recent ET News Flashes](#)
- [The Eastern Trail Guide](#)
- [Our latest newsletter](#)
- [Our Facebook page](#)

Also check out [events that are happening on the trail](#), and then read the news both [current](#) and [past](#). Also, please [sign up for our mailing list](#) so you can keep up with all the events and activities related to the trail.

John R. Andrews, ETA founder and son John of California at ET's John R. Andrews bridge in Saco, dedicated May 2012

The Eastern Trail is the Southern Maine section of the East Coast Greenway, a large network of trails that will connect Calais, Maine with Key West, Florida.

The Eastern Trail Alliance is the focused effort to vision, build, promote and

Partial Listing of ETA'S Publications 2013-2014

This proved to be another busy year for developing new publications and promotional material for the trail. While we have tried to list them all and highlight one or more of the contributing volunteers, here, as in the events listing, the kudos are certain to be incomplete. Many thanks to all those creative minds that put together new materials to promote the Eastern Trail.

Jim Bucar

ETA 24" x 16" promotional poster for distribution to Municipalities and at Southern
ETA locations (12)

Also letter-sized version of the same poster — February, 2013

ETA brochure-rack card, March, 2013 (15,000 copies)

2013 MLR brochure, April, 2013 (15,000 copies)

2014 MLR brochure, April, 2014 (10,000 copies)

ETA 33" x 38" promotional poster for display in Maine Turnpike Rest Area-Exit 25

Also 24" x 20" version of the same poster – April, 2014

Section-specific maps of ET kiosks in Scarborough, Saco, Biddeford, Arundel and Kennebunk

Photos of ET subjects and activities that have appeared in our own publications and those of the MaineDOT, East Coast Greenway Alliance, Bicycle Coalition of Maine, other biking groups, municipal publications, and on ETA's website.

Jim Bucar & Mogens Ravn

ETA Spring 2013 Newsletter, April 2013

ETA Fall 2013 Newsletter, November 2013

ETA Spring 2014 Newsletter, March 2014

Jim Bucar, John Andrews, Scott Marcoux, Carole Brush & Tracy Ross

ETA Trail Guide – 2014 Revision – April, 2014

John Andrews

SETA promotional material:

Map of proposed section of trail running from Kennebunk to Kittery

Map of proposed North Berwick section of trail

Scott Marcoux & Larry Glantz

E-News releases

Press releases

Website and Facebook postings

Many collaborators

Full-Color ET one page map of off road ET sections, February 2013

(Sponsored by Biddeford Savings Bank – 15,000 copies thru April, 2014)

Various fliers, inserts for numerous mailings.

Jim Bucar, Jim Siulinski, Joe Bureau, Joe Yuhas, Russ Lamer, John Andrews, Scott Marcoux

Photos for this 2014 Annual Report

NOTES