Welcome

Salem Sound Coastwatch
25th Anniversary Symposium
18-19 March 2016
in the beginning ...

• Rob Moir, Curator at Peabody Museum, formed a volunteer citizens water quality monitoring project for local waters

• Found low dissolved oxygen (DO) levels

• 1987 (NOAA) - - Salem Harbor 2nd most polluted harbor in the country (Boston Harbor #1)
• Dan McGrath moved to Salem in 1987
• Joined up with Rob Moir
• They saw a lack of attention being paid to the local waters
• Decided to form an initiative to revitalize the coastal waters
McGrath & Moir identified 3 key points

• (1) the coastal waters are a natural system which does not recognize political boundaries
  • ➔ collective management approach needed
3 key points

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  • collective management approach needed

• (2) improving water quality would have economic as well as environmental benefits
3 key points

• (1) the coastal waters are a natural system which does not recognize political boundaries
  • collective management approach needed

• (2) improving water quality would have economic as well as environmental benefits

• (3) to be credible the effort would need the support of the region’s business community and educational and non-profit institutions
What should the initiative be named?

- Moir had been sailing the waters for years and noticed a change in the newer navigational charts for the area.
the new designation “Salem Sound”
Salem Sound

Harbors - Manchester, Beverly, Salem, Marblehead
Rivers - Danvers, Bass, Porter, Crane, Waters, North, South, Forest

DANVERS

PEABODY

Gales Point

Marblehead Neck
the third founder

Dan McGrath     Fara Courtney     Rob Moir
Salem Sound 2000
letterhead

SALEM
SOUND
2000

A Bioregion Management Initiative
Mission of SS2000

• By the year 2000 (10 years)
  – Evaluate & improve Salem Sound water quality
  – Improve public awareness of Salem Sound
  – Maximize natural resource benefits
    • shellfishing, recreation
  – Promote scientific studies in Salem Sound
  – Ensure good management of Salem Sound
  – Facilitate communication and cooperation among public and private authorities
Salem Sound 2000
original members - - the “Working Group”

- Appointed representatives from bordering communities
  - Manchester, Beverly, Danvers, Peabody, Salem, Marblehead
- Government agencies
  - Coastal Zone Management, National Park Service, Mass Bays program
- Local non-profits
  - Salem Partnership, Trustees of Reservations
- Local businesses
- Educational institution
  - Salem State College
- Local citizens
SS2000 brochure
SS2000 milestones

- 1993 SSASI (Shoreline Survey and Source Identification)
- 1995 designated a Mass Bays Local Governance Committee
- 1996 Adopt a Stream Program begun
- 1997 incorporated as a non-profit organization w/ bylaws
- 1997 soft-shell Clam Survey
- 1999 Clean Beaches and Streams Network created
much accomplished by 2000
but much more to do

• reorganized with an Executive Director and a Board of Directors

• needed a name change
# new name possibilities

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<th>Friends of Salem Sound</th>
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<td>Salem Sound 21\textsuperscript{st} Century</td>
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Our New Name: Salem Sound 2000 has changed its name to Salem Sound Coastwatch!
first SSCW logo
SSCW brochure & pamphlet
current logo

Salem Sound
COASTWATCH
SSCW current brochure
Our Mission:
to protect and improve the environmental quality of Salem Sound and its watershed

• Increase the public’s knowledge and appreciation of the natural resources of the Salem Sound watershed and threats to its health

• Work with the public and private sectors, as well as other non-profit organizations, to foster responsible and sustainable resource management practices in the Salem Sound watershed

• Conduct and facilitate environmental monitoring and scientific research in the Salem Sound watershed and share results with the public

• Promote citizens’ awareness and understanding of their connection to the Salem Sound watershed and their role in restoring and protecting its health
current activities

• Adopt a Beach Beachkeepers Program
• Tidepool Invasive Species Monitoring
• School to Sea program
• Underwater in Salem Sound Lecture Series
• Race for Salem Sound
  – Run for the Beach 5k road race
  – Swim and Fin open water swim races
20th Anniversary Symposium 2011

What is the State of Salem Sound?
Past, Present and Future

Friday, March 25, 2011
Wylie Conference Center at Endicott College
Saturday, March 26, 2011
Harsh Hall, Salem State University
25th Anniversary Symposium 2016

Finding Solutions to Our Coastal Challenges

A Symposium for the Public!
March, 2016
8:30 am – 12:30 pm

Friday, March 18
Wylie Conference Center,
Endicott College, Beverly, MA
How are we preparing for climate change and sea level rise?

Saturday, March 19
Marsh Hall Conference Center,
Salem State University
How are we improving water quality & protecting habitats?

Come to one session or both!
Seating is limited. Register Online at......

SalemSound.org
978-741-7900
info@salemsound.org

Salem Sound Coastwatch has been leading the way to a healthier sea & shore for 25 years.
SSCW office relocation as of 4/1/16
12 Federal Street, Salem