

# Mayor Kimberley Driscoll's FYI SALEM

Volume 2, Issue 3

A Quarterly Newsletter for the Citizens of Salem

April 2009



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## Message from Mayor Kimberley Driscoll

Welcome to the sixth edition of *FYI Salem*.

While even I'm getting sick and tired of talking about it, finances still rule the day, not only in Salem but throughout the Commonwealth and country.

It's been a difficult road these past few months and it doesn't look like the skies are getting any bluer anytime soon.

Due to state local aid cuts mid-year and projected cuts next year, I had the unfortunate job of having to layoff hard working and dedicated City employees this month. This is not something that I take lightly, especially during these very difficult economic times.

We have also offered an early retirement incentive to employees, cut expenditures

and left vacant staff positions unfilled. These strategies will get us through this fiscal year. Now, we are grappling with next fiscal year.

To balance next year's budget is going to take a cooperative spirit between residents, city officials and labor union representatives. Currently, we are looking at opportunities to make modest modifications to City employees health care plans to save the City money and are actively engaged in talks with City unions. We are fortunate to have unions that have consistently demonstrated a willingness to work with the City and I am hopeful this will continue as we attempt to weather yet another financial storm. If the proposed restructuring of health care benefits was approved by our labor un-

ions I am confident that the City could avoid further layoffs next fiscal year. Other items are on the table with our unions such as wage freezes, deferrals in stipends, etc.

Despite this news, there is a lot of positive things to report on in Salem. In this edition, you'll read about a farmer's market returning to Salem, the sale of the old Salem Jail being finalized, the offering of the first annual community survey and a grant competition Old Town Hall is engaged in. The City continues to move forward and enjoys many successes even through these tough times.

I hope you enjoy the information inside!

## Farmer's Market Returns to Salem

Salem Main Streets has announced the return of a Farmers' Market to downtown Salem and the launch of the new website for this initiative - [www.salemfarmersmarket.org](http://www.salemfarmersmarket.org). The Salem Farmers' Market will be held at the location of the original Farmers' Market of Essex County, in Derby Square on Front Street (behind Old Town Hall and the Salem Marketplace). The market will run every Thursday from 4pm to 7pm June 25

through October 31, 2009.

The goal of the Salem Farmers' Market is to meet the needs of the local community for fresh local products at a convenient location, create a weekly event that adds to the vibrant atmosphere of the downtown and support local small family farmers by providing a direct market for their produce and goods. The market will also give local residents the opportunity to purchase fruits, vegetables and other

goods which have been picked by a local farmer at the peak of the season. This preserves the nutritional content and freshness because the produce does not travel as far to get to your table. Shoppers have the opportunity to speak with the person growing the items to find out how it was grown. The farmers will be at Derby Square every Thursday so people can plan their shopping and select from what the farmers bring that suits their needs

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## City Encourages Residents to Complete First-Ever Community Survey

The City of Salem is encouraging residents to complete a first-ever annual community survey made available online at the City's website, [www.salem.com](http://www.salem.com).

In 2001 as a Ward 5 City Councillor, Mayor Kimberley Driscoll suggested to her colleagues that exploring the possibility of conducting a community survey was a worthwhile effort after receiving an email from resident Jim Kearney. In the email, Mr. Kearney shared a copy of a community survey conducted in Vail, Colorado.

The concept of a community survey is not a new one and has been undertaken in many communities in Massachusetts and throughout the country. It can be an effective means to commu-

nicate with residents and gather input on a whole host of topics. A community survey also gives the City a way to measure performance in providing every day services and gather input on general feelings relative to municipal government and the City as a whole.

This initial survey is another way that the City is trying to improve communication between city government and the general public. Feedback from our residents is a very important component to governing and city officials take the input we receive very seriously.

Moving forward, the City plans to conduct a community survey on an annual basis. It will provide an outlet for all residents to express their opinions on a variety of issues. As important, the

survey will allow residents to participate, share opinions on issues facing the City and rate public satisfaction with City services.

To limit costs, the City is using [surveymonkey.com](http://surveymonkey.com) to collect survey results, similar to the method used for the Haunted Happenings survey made available to residents over the last two years. To maintain a level of integrity, only one survey will be allowed to be completed per computer.

Please take advantage of this opportunity to share your opinions about what is working well in the City, as well as areas in need of improvement.

All surveys must be completed by April 30th.

## New Fire Truck Arrives in Salem

Fire Station 4 on Essex Street has welcomed a new fire truck to its fleet.

The new truck is a 2008 KME (Kovatch) 1500 gallons per minute fire pump truck, built in Nesquehoning, Pennsylvania.

The new truck is replacing the present Engine 4, a 1995 Pierce Saber. The former Engine 4 is now going to be stationed at Fire Station 2 on

North Street and the former Engine 2 will now become a reserve truck, Engine 6. Engine 2, the City's new pri-

mary reserve piece will replace a 1988 KME pumper.

Even during this difficult economy, it is important for the City to make public safety a priority. An essential part of that is ensuring that our public safety vehicles and equipment are reliable and in order.

This new truck is an LA County design and built for severe service. This high-quality design lowers operational costs by incorporating years of maintenance data compiled by mechanics to avoid chronic maintenance problems. The truck's in-

terior is also designed to withstand decades of service, stainless steel panels replace plastic door panels and electronics are kept to a minimum. For example, the windows are crank operated.

Just as with most vehicles and equipment, as fire trucks get older the cost of maintenance escalates. The more these vehicles need repairs, the more frequent they are placed out of service.

Not only is purchasing this new truck in the best interests of public safety but it is also fiscally prudent as we expect to save money in our operational budget dedicated to maintenance expenditures.



photo by Jeff Brown/Salem FD

## Parking Ticket Amnesty Program a Huge Success

The City of Salem implemented a parking ticket amnesty program that waived late fees on parking violations collected during the month of March in exchange for a donation of canned goods and non-perishable items.

This has been a practice that has been used in Massachusetts and other communities across the country on a limited basis to incentivize revenues from

an unexpected or out of date stream, while also providing residents and others with a benefit that relieves late penalties. As an added benefit for this proposed program the City incorporated a donation of non-perishable food items that provided assistance to Salem families in need.

This program was a huge success netting over \$28,000 in additional revenues for the City while also giving people a break during a very difficult economic time and producing a large amount of food for St. Joseph's Food Pantry during a time when demand has never been higher.



## Salem Receives Distinguished Budget Presentation Award

The City of Salem has recently received the Distinguished Budget Presentation Award by the Government Finance Officers Association (GFOA) of the United States and Canada for the City's FY2009 budget. In FY2008, there were only 4 communities in Massachusetts that received this award. They were Barnstable, Boston, Cambridge and Chelsea. The list for this fiscal year has not been published yet.

This award represents a significant achievement by the City of Salem and our Finance Team. In order for Salem to receive this recognition, we had to satisfy nationally recognized guidelines for effective budget presentation. These guidelines assess how well budgets serve as a policy document, a financial plan, an operations guide and a communications

device. Salem's budget document was rated "proficient" in all four categories which made the City eligible for this award.

While this award is granted to the City of Salem, Finance Director Richard Viscay and Assistant Finance Director Nina Bridgman deserve much of the credit. They both were presented with a Certificate of Budget Presentation and are primarily responsible for having achieved the award.

A panel of independent reviewers examines each budget submitted for this award and determines the recipients. Last fiscal year, the daily operations of three out of the four communities that received this award were managed by City/Town Managers. The City of Boston is the only community that received the Distinguished Budget Pres-

entation Award managed by an elected Mayor last fiscal year. In addition to this award, Salem has received a Certificate of Achievement for Excellence in Financial Reporting each of the last 3 years for our Comprehensive Annual Financial Report (CAFR) submission. For FY2009, Salem is one of only 20 communities in the Commonwealth to receive this distinction, and only a handful of communities have been awarded recognition for both distinguished budgeting and excellence in financial reporting.

The GFOA is a nonprofit professional association serving government finance professionals throughout North America. The GFOA's Distinguished Budget Presentation Awards Program is the only national awards program in governmental budgeting.

## City Makes Tax Work-Off Program Available to More Seniors

The City has made changes to its Senior Tax Work-Off Program that will make it available to more seniors who want to volunteer time in exchange for a reduction in their property tax bill.

To garner more interest and allow for more seniors to participate, the City has increased the tax abatement available from \$500 to \$750, the highest allowable under the law. The City has also increased the income threshold to allow for single seniors to earn up to four times the poverty level and married senior couples to earn 3 1/3 times the poverty level as defined by United States Department of Health and Human Services Poverty Guidelines, or

less.

The City hopes that these changes will encourage additional seniors to take advantage of this program. During these difficult economic times, these changes are designed to help more senior citizens struggling to maintain their homes while confronting increases in housing related expenses.

In 2006 the City Council approved the creation of this program in accordance with state law. This has allowed the City to establish abatement programs for property owners over the age of 60 who wish to volunteer their services to

the City in exchange for a reduction in their property tax bills. Over the last three fiscal years, senior citizens and the City have benefitted greatly from this program. To date, 15 seniors (including three current seniors) have taken advantage of the program. The property tax discount earned in total is \$8,000. Seniors have volunteered in a wide variety of municipal departments including the Fire Department, Collector's Office, Park and Recreation, Assessor's Office, Board of Health, Human Resources and City Clerk's Office.

This program has proved to be a win-win situation for both Salem seniors and City government.

## Salem's Recycling Committee Recognized by EPA

The City of Salem's Recycling Committee has been recognized by the New England Office of the U.S. Environmental Protection Agency (EPA).

The EPA has selected the Salem Recycles Campaign to receive an Environmental Merit Award in recognition of the Recycling Committee's exceptional work and commitment to the environment in 2008. The Recycling Commit-



tee was nominated by Mayor Driscoll to receive this award.

The work of the Recycling Committee has certainly paid off thus far and the City looks forward to continued improvement in our recycling numbers in the future. The Committee is well-deserving and has earned this recognition.

Each year, the EPA recognizes groups

and individuals with this award that celebrates outstanding environmental advocates who have made significant contributions toward preserving and protecting our natural resources. This year there are only 40 groups/individuals being recognized throughout all of New England.

On Wednesday, April 22nd the merit awards were presented at a special ceremony in the Great Hall at Faneuil Hall in Boston.

## Salem Looks to Enhance Constituent Service

Salem recently approved an agreement with WebQA, Inc. to enhance their constituent service capability, improve responsiveness to resident concerns and better track citizen complaints to ensure they are addressed in as timely a manner as possible.



Using the online Citizen Request Action Center at [www.salem.com](http://www.salem.com), residents can now submit service requests directly to the City 24 hours a day for items such as reporting a street light out, requesting a pothole filled, or other similar type work order requests. The Action Center will route the request to the appropriate depart-

ment, assign a tracking number, and ensure that the person making the request receives a response. In addition, City officials can track comprehensively the type and manner of requests submitted by citizens, as well as the responsiveness of City staff.

In addition to making requests, the Citizen Request Action Center will allow the City to increase citizen access to information, as it allows residents to search a knowledge based library for frequently asked questions. If a particular question is not listed, residents have the capability to ask their own, which can then be added to the

online library.

The Citizen Request Action Center will also help centralize all departments within the city. The system should enhance organization and create a convenient form of communication between departments. It will allow the City to track and report on all city data.

GovQA, a company based in Woodridge, Illinois is the number one provider of Customer Relationship Management (CRM) and 311 systems to municipalities, servicing over 30 million citizens nationwide with their government platform, the GovQA Action Center.

## Senior Center Receives Grant to Better Serve Spanish Speaking Seniors

The Salem Council on Aging (COA) has been awarded a state grant to improve its ability to serve Spanish-speaking senior citizens. A Service Incentive Grant for \$6,000, issued through the Executive Office of Elder Affairs, will be used to hire a part-time Bilingual Service Facilitator.

This position will be responsible for helping identify Spanish-speaking senior citizens and for assisting COA staff members to communicate with them to effectively address their needs. Minimally, the position will be for 15 hours a week for 32 weeks.

The City is enhancing its ability to serve residents who are at a double disadvantage – senior citizens who have difficulty speaking English. This grant will give the City someone to help us make viable connections with Spanish-speaking people and provide all the worthwhile Council on Aging services to which all our senior citizens are entitled.

The COA's grant request was for \$10,000, renewable for three years, but recent state budget constraints had left applicants less-than-hopeful about the possibility for receiving Service Incentive Grants, which are

awarded on a competitive level.

The grant is the most recent highlight in a grassroots effort, started last spring by the local COA, to reach out to Spanish-speaking senior citizens. It has included: abbreviated Spanish versions of the monthly "Senior Power" newsletter; an interpretation "hotline" covered by Spanish students at Salem State College; and door-to-door surveying of people in the predominantly Latino neighborhood known as The Point, between Congress and Lafayette streets.

Mayor Driscoll lent her support to the latter task, one chilly day last fall, by joining a small group that distributed surveys, in English and Spanish, to households by hand.

In addition, Spanish-speaking students from Salem State College and Salem High School, at the encour-

agement of Foreign Language Professor Kristine Doll and Foreign Language Teacher Nancy Fitzgerald respectively, have been instrumental in translating written information for the COA.

Spanish-speaking church, business and community leaders have also lent their backing to the cause. In a letter of support for the Service Incentive Grant, Rev. Daniel Vélez-Rivera, of



Grace Episcopal Church on Essex Street, wrote: "My ministry and collaboration with the Salem Council on Aging have made me more aware of the imperative to provide community services to Latinos in Salem in their native language, particularly our seniors and their family members in caregiving roles."

Fortunately, this grant funding will help provide services to this underserved population.

## Common Cause Massachusetts Honors City of Salem's Website

For the third year running, the City of Salem's website has once again been recognized by Common Cause Massachusetts as one of the best in the entire state.

Over the last few years, the City has been able to achieve many improvements to the City's website from posting meeting agendas and minutes to automatic email notification capabilities, all of which make information easier to access and keep citizens informed.

For the past three years, [www.salem.com](http://www.salem.com) has been recognized by Common Cause Massachusetts with their *e-Government Award*. However, this year marks the first time Salem's website has been rec-

ognized with the *e-Government Award with Distinction*.

In order to be recognized by The Massachusetts Campaign for Open Government, a project of the non-partisan group Common Cause, with the *e-Government Award with Distinction*, city and town websites must post essential information for the Governing Body's Agenda, General By-Laws or Ordinances, Governing Body's Minutes, Town Warrant Articles (if applicable), City/Town Budget, Town Meeting Results (if applicable), Archived Governing Board Agendas & Minutes, Zoning By-



Laws, School Committee Agendas & Minutes, Public Meetings Calendar and Agendas & Minutes for at least one other Board/Commission. Of the Commonwealth's 351 cities and towns, only 49 community websites were recognized with the *e-Government Award with Distinction*.

Salem was recognized for this achievement at a ceremony in the State House Thursday, March 19<sup>th</sup> 2009. This event occurs during "Sunshine Week" when media outlets throughout the country focus on issues and ideas for opening government.

## City Receives Grant for Salem Woods

The City of Salem received a State Trail Improvements Grant totaling \$6,560 for Salem Woods. The grant application was prepared by the Department of Planning & Community Development in conjunction with the Friends of Salem Woods. The funding is being used to purchase materials to restore approximately 500 feet of existing trails in Salem Woods, which are eroded and in need of repair due to one hundred years of continuous use.

The trail improvements will reduce standing water on the trails and allow the trails to be used regardless of the weather. Volunteers were relied on to help with the project. They moved

new dirt and material with a wheelbarrow and performed trail repair using common tools. Work instruction and construction was provided by experienced trail builders.

The City of Salem has over forty parks and recreational areas. Salem Woods includes approximately 160 acres of woodland and is located in Highland Park on Willson Street, next to Salem's



municipal golf course Olde Salem Greens (entry to the trails is at the rear of the parking lot). A network of trails located throughout the Salem Woods are open to the public for passive recreation (non-motorized use). Walkers, joggers, students, bird watchers, cyclists, nature enthusiasts, and many others enjoy the trails throughout the seasons.

A big thank you to all of you who contributed your time and energy to this improvement project.

## Mayor Joins Rep. Keenan and Register O'Brien to Kick-Off April as Homestead Month

On April 3, 2009 Mayor Kimberley Driscoll, joined State Representative John Keenan and Register John O'Brien to kick-off April as Homestead Month and signed-up and filed for Homestead protection at the Registry of Deeds Offices at 45 Congress Street, Suite 4100 in Salem.



An Estate of Homestead is a type of protection for a person's residence, in the form of a document called a "Declaration of Estate of

Homestead". The form is filed at the Registry of Deeds in the county where the property is located, referencing the title/deed to the property. It allows homeowners in Massachusetts to protect their property up to five hundred thousand dollars (\$500,000) of the value of their primary residence, per

family.

This event is part of a larger outreach

effort by the Registry of Deeds, led by Register John O'Brien to educate individuals on the importance and value of filing for protection under the Homestead Act. A team from the Registry of Deeds has been established to visit senior centers, city and town halls and other community locations and events to help sign up homeowners for this valuable protection.

For more information about the Homestead Act and the Registry of Deeds visit [www.salemdeeds.com](http://www.salemdeeds.com).

## Farmer's Market Returns to Derby Square

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for an evening meal or for the whole week. Downtown businesses will also remain open Thursday evenings to offer additional shopping during the hours the market is open.

The committee that has helped move this initiative forward is expecting that local businesses will benefit from the market as it will attract foot traffic and



provide a diversity of natural products and authentic, local goods. The Salem Farmers' Market Committee members include Salem residents:

Marlene Faust, Carol Megaloudis, Beth Paquin, Kristin Rodgers, Alex Sutherland and Jennifer Bell.

Currently several local businesses are organizing fundraising activities for the market. At Front Street Coffeehouse April was Salem Farmers' Market month.

Front Street Coffeehouse donated fifty cents from each purchase of one of five special sandwiches toward the farmer's market. In addition, In a Pig's Eye is also organizing a fundraising promotion and will donate funds towards the farmers' market from the sale of locally purchased beers and wines on select evenings. Applications are still being accepted for farms and vendors at the market. The website was designed by volunteer Beth Paquin and created by Jim Vaughey.

## Redevelopment of Old Salem Jail Complex to Begin

The Salem Redevelopment Authority has completed the sale of the former Old Salem Jail complex (former Essex County Jail) to Old Salem Jail Ventures, LLC, an affiliate of Boston-based New Boston Ventures. The property will be redeveloped into 23 housing units, a restaurant, a jail history exhibit, and one affordable artist live/work unit. A second phase of the development will bring an additional 13 new housing units.

The redevelopment of the jail is another testament to the desirability of downtown Salem. Despite a challenging economic climate, significant private sector in-



vestment continues in Salem, condominium values have held, rental vacancy is low, and new businesses are opening. The Old Salem Jail is in a prominent location especially with the opening of the new bypass road. The redevelopment will preserve the historically significant structures—part of Salem's fabric—and create a beautiful gateway into downtown. The City certainly looks forward to welcoming the new residents and restaurant to this long underutilized building.

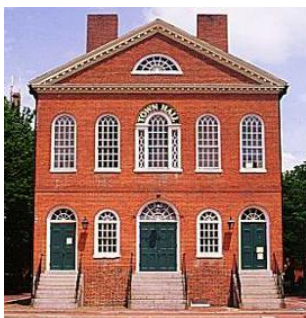
The Old Salem Jail complex consists of three buildings—the Jail (1813 and 1884), the Jail Keeper's House (1813) and a barn (c. 1815). The Old

Salem Jail complex is a well-preserved collection of 19th century penal buildings. Its architectural and social significance is derived from its three historic buildings, as well as the fences and stone retaining walls that delineate the property boundaries. The significance of the Old Salem Jail complex has been recognized by its listing on the National Register of Historic Places in 1976 and the Massachusetts State Register of Historic Places. The Old Salem Jail complex has been abandoned since 1991. A previous attempt by the City of Salem to offer the buildings and site for private sector redevelopment in 2001 was not successful.

This \$12 million redevelopment project is expected to begin right away.

## Old Town Hall Needs Your Vote!

Salem's Old Town Hall is a finalist in a unique grant competition. After making it through two rounds of cuts, Old Town Hall is one of 25 sites competing for part of \$1 million through the Partners in Preservation program—a joint initiative between American Express and the National



Trust for Historic Preservation.

If Old Town Hall gets the most votes, it's **guaranteed** to receive \$100,000. The funding will help restore and preserve the building for future generations.

You can vote online once a day from April 14 to May 17 from every e-mail account you have. Go to [www.PartnersInPreservation.com](http://www.PartnersInPreservation.com) to vote. Check out [www.SalemOldTownHall.com](http://www.SalemOldTownHall.com) to learn more and sign up for a daily e-

mail reminder to vote.

As part of the competition, Old Town Hall will be hosting "Time Travel Days" on May 2 and 3. It will be a fun (and free!) event for the whole family. Go to [www.SalemOldTownHall.com](http://www.SalemOldTownHall.com) for details. And remember--for this competition it's important to vote early and often!

Old Town Hall is currently in a neck and neck race for first place so please share this information with your family, friends, and colleagues to help get more votes!

## New Resident Sticker Parking Regulations Begin April 15th

As part of recently adopted changes to the existing resident sticker program, the City of Salem's Collector's Office has started to issue new stickers for the six different resident only parking zones throughout the City. These changes were initiated by concerns received from City Councilors and residents to make the program more effective.

The existing resident sticker parking zones will remain unchanged, so all residents that currently have a sticker will still be eligible to receive one. The cost of the new sticker is \$10, and it will be valid for a two-year period. The resident parking sticker will now include a vehicle registration (license plate) number and expiration date on the sticker itself to ensure compliance with the program. Visitor placards will also include an expiration date and the vehicle registration number. Each household will



continue to be eligible to receive up to 2 visitor placards at a cost of one dollar (\$1) a piece.

The administration of the program will be transferred from the City Clerk's Office to the Collector's Office. The Collector's Office is located on the first floor of City Hall in Room #4. The registration and renewal of the resident stickers will be on a rolling basis by zone and staggered throughout the year. The following staggered schedule for sticker registration and renewal has been established:

April 15 thru May 14 – Zone F

May 15 thru June 14 – Zone A and B

June 15 thru July 15 – Zones C, D, E

In addition to obtaining your sticker in

person at the Collector's Office, residents will now be able to purchase stickers by mail by downloading the application on line at [www.salem.com](http://www.salem.com) on the Collector's Office home page and mailing the completed form with a copy of your (1) license, (2) vehicle registration, (3) a utility bill or a copy of a lease, and a check made payable to the City of Salem to the Collector's Office, 93 Washington Street, Salem, MA 01970. Completed applications can also be left in the drop box in front of City Hall after business hours. Your new resident sticker will be sent to you via first class mail.

Enforcement efforts in resident sticker zones will also be improved, as a portion of the sticker fees will be directed to provide increased enforcement personnel. Enforcement within your zone will begin the day after the last date of registration scheduled for your zone. Old stickers and old visitor passes will no longer be valid, so please remember to obtain a new sticker for your vehicle.

## Salem Recognized as a Tree City USA

The City of Salem has been named Tree City USA 2009. This is Salem's seventh year being designated as a Tree City USA. The City of Salem has been invited to participate in the annual Tree City USA forum and awards ceremony on May 8th.

The Tree City USA program is sponsored by The National Arbor Day Foundation in cooperation with the USDA Forest Service and the National Association of State Foresters. The program provides national recognition for urban and community forestry programs in thousands of towns and cities in the United States.

The requirements of being named a Tree City USA are the following: 1) A City employee must be legally responsible for the care and management of community trees; 2) A tree care ordinance must designate a tree board or department and give this body the responsibility for writing and implementing an annual community forestry work plan; 3) The establishment of a



comprehensive community forestry program; 4) The community must recognize and Celebrate Arbor Day with an observance and proclamation.

The benefits of being named Tree City USA are numerous. The City of Salem gains technical advice from professionals, improved public image and quality of life, community pride and preference for grant money funding to name a few.

## Executive Director of St. Joseph's Food Pantry Named Unsung Heroine

VeAnn Campbell, Director of St. Joseph's Food Pantry in Salem has been named Salem's Unsung Heroine of 2009 by The Massachusetts Commission on the Status of Women.

100 Unsung Heroines throughout the Commonwealth are named each year. These women are individuals who don't always make the news but make a real difference in their communities. VeAnn Campbell certainly fits the bill! VeAnn Campbell was nominated for the award

by Mayor Driscoll and Representatives John Keenan from Salem and Steven Walsh from Lynn.

St. Joseph's Food Pantry is located in the basement of the Immaculate Conception Church on Hawthorne Blvd. in Salem. For many years, VeAnn has been the leader of the food pantry and example in the community, providing food and services to thousands of individuals on a monthly basis. It is estimated that the St. Joseph's Food Pantry has close to

3,000 clients, plus over 100 elderly and disabled people in the meals delivery program. In addition, the Pantry runs the Little Lambs Baby Program which supplies families with items such as diapers, wipes and formula, as well as an after school program and a summer parks food program.

The City is very pleased to know that VeAnn's dedication to the betterment of our community is being recognized.

## Celebrate Earth Day with the City of Salem!

Historically the City has held Earth Day events promoting recycling, water conservation and energy efficiency indoors. This year the Recycling Committee (Salem Recycles) proposed bringing Earth Day back to its roots and holding the events outdoors. Salem Recycles is collaborating with the Beautification Committee to hold a City-wide Earth Day event in conjunction with the annual Clean Sweeps Day. The combined event will take place on the Salem Common on Saturday, May 2; the rain date is Sunday, May 3.

The Clean Salem-Green Salem festivities are still in the early planning stages. The Recycling Committee will host several events throughout the late morning/early afternoon. Salem Recycles green buttons will be given as prizes throughout the festivities.

Currently proposed activities include: Earth Friendly Recycling contest including the schools; recycling truck

viewing: see how the truck works and understand how recycling saves energy; displays of recycling do's and don'ts; graphics depicting how well the City has done recycling and how far we have to go; recycling competition among the Clean Sweeps team: who can collect the most recycling; and scavenger hunt for green initiatives, including downtown retailers.

The Recycling Committee also plans to partner with a number of other Salem organizations including schools, chamber of commerce, main streets, arts association, and Renewable Energy Task Force. The purpose of the event is to help improve awareness and communication surrounding recycling and other green initiatives.

If you would like to volunteer or otherwise get involved in this event, please contact Julie Rose at 978-

619-5679.

The City looks forward to seeing a great turnout on May 2!!



## Check Out Mayor

### Driscoll's Cable Show!

In April and May, Mayor Driscoll's Salem Access Television Show "From the Corner Office" is airing and you don't want to miss it. The new show includes special guests Kevin Harvey, 1<sup>st</sup> Assistant Register of the Registry of Deeds and Mary Sarris, Executive Director of the North Shore Workforce Investment Board. Topics covered on the show include the importance of filing for protection under the Homestead Act at the Registry of Deeds and unemployment and career services offered by the North Shore Workforce Investment Board. Be sure to check it out! We're sure you'll find the show informative, especially during these difficult financial times and, hopefully entertaining. Keep your eyes open for future episodes of "From the Corner Office" with Mayor Driscoll. For scheduling information visit [www.satvonline.org](http://www.satvonline.org) or channel 16.

## Business Spotlight: Salem Kayak

Looking for summer fun for kids and adults? Salem Kayak, located at the Salem Willows, is expanding their offerings this year to include, pre-arranged guided tours, professional instruction, and kayak rentals starting in mid-June.

Salem has one of the most beautiful coastlines on the North Shore and exploring it by kayak is affordable and exciting. Salem Kayak/Plum Island Kayak has been open for 3 years and is an established Salem business.

Whether you're interested in learning about local sights as you paddle in Salem Harbor, want to learn how to do kayak rescues, or start taking boat maneuvering courses, like the new Stroke Your Boat course, there's something for everyone at Salem Kayak.

This year, in its fourth year, Kevin and Gillian Beckwith, the professional instructors for Plum Island Kayak, are helping to expand the Salem business with new touring schedules and fun new courses for adults and kids. Both residents and workers in Salem, Kevin (a professor at Salem State) and Gillian (sales for a local manufacturing company), thought it was natural to focus on ways to get local residents and visitors involved in their beloved sport of kayaking.

It's easy to spot Kevin and Gillian around town, too. Just look for their 3 Brittanys or their kayak-laden car.

Interested in taking a course or a

tour with Kevin and Gillian? Check out the events calendar at [www.salem.com](http://www.salem.com) or view the full list of courses and private instruction available at [www.plumislandkayak.com](http://www.plumislandkayak.com).

Salem Kayak offers kayak rentals Wednesday - Friday (10am-6pm) and Saturday and Sunday (10am-7pm). Salem Kayak is also offering scheduled tours leaving from the Willows, Wednesdays 11:30-1pm, and Saturdays and Sundays from 9am-12pm and 1pm-4pm. Private tours for companies, schools and other groups can be arranged for any day of the week. Sign up for all tours and instruction through [www.plumislandkayak.com](http://www.plumislandkayak.com). Questions? Call us directly at 978-729-0944.

