



Winooski Natural Resources Conservation District

“Connecting people to a sustainable landscape”

www.winooskinrcd.org

To:

Municipal Separate Storm Sewer System Subcommittee,
Chittenden County Regional Planning Commission
110 West Canal Street, Suite 202
Winooski, Vermont 05404-2109

March 31, 2017

The Winooski Natural Resources Conservation District (WNRCD) is committed to managing the Chittenden County Stream Team (CCST) in a way that successfully meets and exceed goals defined in each year’s work plan.

One of CCST’s principal goals is to provide a presence at community outreach events held within the nine MS4 towns. These events are excellent opportunities to provide resources and information on stormwater reduction techniques, and engage the community in ways to get involved with the CCST program. Currently, CCST outreach materials are exclusively printed brochures and hand-outs. The absence of a CCST display that artfully showcases the program results in a noticeable lack of interest at these outreach events. To remedy this, WNRCD proposes the creation of a creative display and formally requests \$400 to have it designed and printed.

Tallyho Design was contracted in 2016 to develop a new, merged CCST and RSEP brand: Rethink Runoff. We propose paying Tallyho Design an additional sum to create a concise and visually captivating poster, as this work was not included in their contract. Tallyho is currently completing finishing touches on the website and brand, making this the ideal time to have the poster developed. WNRCD owns a tri-fold display that could be used for the new CCST poster display. Six 11x17 posters would be printed and laminated at a local UPS store, and adhered to this this tri-fold, making it easy to remove if necessary.

The CCST budget for FY17 has \$1,000 allotted for the purchase of promotional materials. To date, \$89.02 in promotional items have been purchased, leaving a remainder of \$910.89 in this line item. WNRCD requests your approval to spend \$400 from the promotional materials budget to pay Tallyho Design to have this display developed and printed. Please see the attached quote for this work.

Thank you for your consideration.

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