

CHITTENDEN COUNTY REGIONAL PLANNING COMMISSION  
**MS-4 SUBCOMMITTEE – DRAFT MINUTES**

DATE: **Tuesday, April 4, 2017**  
TIME: 12:30 p.m.  
PLACE: CCRPC Offices, 110 West Canal Street, Suite 202, Winooski, VT  
DOCUMENTS: Minutes, documents, and presentations discussed accessible at:  
<http://www.ccrpcvt.org/meetings/clean-water-advisory-committee/>

<b>Committee Members in Attendance</b>		
Burlington: Jenna Calvi	Essex Junction: Chelsea Mandigo	South Burlington: Tom DiPietro
Colchester:	Milton:	Williston: James Sherrard
Essex: Annie Costandi	Shelburne: Chris Robinson	Winooski: John Choate; Tim Grover
Burlington Airport:	University of VT:	VAOT: Jennifer Callahan
<b>Other Attendees:</b> Tally Ho Design: Dave Barron; Winooski NRC – Holly Kreiner		
<b>CCRPC Staff:</b> Dan Albrecht; Charlie Baker; Regina Mahony		

**1. Welcome:** Annie Costandi called the meeting to order at 12:37 p.m.

**2. Chittenden County Stream Team Report**

Holly explained the work that is upcoming. She asked if TallyHo would be interested in doing a stencil with the new brand for the stormwater drainage. Holly asked about a good event day to go to Williston. The 4<sup>th</sup> of July parade is probably the best. Dan Albrecht suggested that we may want to look into the Williston 4<sup>th</sup> of July parade. She is also looking into Waking Windows in Winooski; and Tom DiPietro will be in touch with some potential events in South Burlington. Regarding the needed, upright poster for a streamteam/rethink runoff display, TallyHo might be able to help with this, and they have funding for it (including funding for the stencil). The Committee is okay with the stencil idea, so long as it is a high quality stencil that can be re-used. There was consensus on both tasks for TallyHo.

**4 Review Rethink Runoff Website**

Dave Barron provided an overview of the website design and layout. They are still looking for photos (send to Tom and Chelsea). He will put a list together of specific needs for the photos. Dan and Chelsea owe some copy edits. There was consensus to remove “Restoring a Stream” from the “what are you interested” drop down menu. There was discussion that Holly would ask someone what Town they are from once she reaches out to them rather than adding that ask to the website. The map needs some work because not all of the impaired waters are showing up, and “impaired rivers” distinct from “impaired water bodies” is unclear. There was a question about whether the water quality monitoring streams will be mapped on the website. RSEP needs to be pulled out of the website and Stream Team needs to be added in some places.

Stormville will be brought into HTML5, rather than flash. They are still working on this for the next few weeks. There was a request to add a tag to the tree also as “maintain tree canopy”. There is no riparian buffer which should be fixed somewhere down the road.

There was a discussion about the stickers. Chelsea asked about adding the web address to the small sticker. There was consensus to replacing “RSEP” with “Keep Lake Champlain Clean”. Dan Albrecht will circulate the revised stickers to the group to help figure out how many stickers to order, and will do the ordering directly.

Holly will update the Facebook page with content from TallyHo so that everything matches.

There was some discussion regarding the launch date with the week of April 24<sup>th</sup> targeted. There was discussion about creating a Rethink runoff press release (branded under Rethink Runoff, not CCRPC).

1 There was discussion regarding the media buys. They decided to pull the Front Porch Forum ads because you  
2 can't actually keep the link in there. The announcement is way more successful, than the paid ad on Front  
3 Porch Forum. There was some discussion regarding the target age and income to get to homeowners. The  
4 cost and quantity for each outlet was discussed. Chris Robinson asked about the local newspapers, because it  
5 doesn't seem like we've gotten a lot of clicks from *Seven Days*. Albrecht noted that the 2013 survey indicated  
6 very few people read newspapers so that mechanism was dropped. There will be a 2 to 3 week push around  
7 when we expect there to be algae bloom. Ideally it will work to run the day of or after around a bloom or  
8 beach closing. We can check-in to see how successful that is for next year. Have we tried to get a Vermont  
9 Edition slot? Especially during algal bloom season. Albrecht indicated he would keep that in mind.

10  
11 **3. Review and action on draft minutes of March 8, 2017 (Action):**

12 After a brief recap by Dan Albrecht, *James made a motion, seconded by John to approve the March 8, 2017*  
13 *minutes with one correction. No further discussion. MOTION PASSED.*

14  
15 John had a question about adding some of this content into a local mailing (water bills, newsletter, etc.) or put  
16 on the back side of something. Essentially he is looking for pdfs. Dave indicated he will set up vector pdfs.

17  
18 **5. MOU Agreement**

19 Albrecht provided a quick recap of some of the additions that were added based on feedback that we received  
20 so far. "Advise" in *Section 5.b. Duties* will be changed to "direct" based on a comment from Burlington's  
21 attorney. There was consensus on the other edits which were highlighted in yellow on the version posted to  
22 the MS4 committee webpage. *DiPietro made a motion, seconded by Robinson to approve the MOU with the*  
23 *proposed edits. No further discussion. MOTION PASSED.*

24  
25 Dan will send this out with the timing that it should be brought to your legislative bodies after April 19<sup>th</sup> which  
26 is the date for CCRPC's planned revision, to incorporate the concept of Municipal Service Agreements, will be  
27 adopted.

28  
29 **6. Survey**

30 Survey – agreement to do it this year instead of 2018 since we are re-branding right now. Albrecht will  
31 continue to work with the various members and UVM and DEC staff to tweak the survey. The Committee  
32 consensus was that the new survey should go out in October.

33  
34 **8. Items for April meeting agenda**

- 35 • No May meeting is needed at this time.

36  
37 **9. Adjournment**

38 The meeting adjourned at 1:40 p.m.

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*Respectfully submitted, Regina Mahony and Dan Albrecht*