

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

DATE: **Tuesday, October 4, 2016**
TIME: 12:45 pm to 1:15 pm
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/>

Committee Members in Attendance		
Burlington:	Milton: Jeff Castle	Williston: James Sherrard
Colchester:	Shelburne:	Winooski: John Choate
Essex: Annie Costandi	South Burlington: Tom DiPietro	Burlington Airport:
Essex Junction: Chelsea Mandigo	University of VT:	VAOT: Jennifer Callahan
Other Attendees: Tally Ho Design: Ted Olson, Dave Barron; WNRCD: Holly Kreiner		
CCRPC Staff: Dan Albrecht;		

1. **Welcome:** Chelsea Mandigo called the meeting to order at 12:55 pm. Chelsea suggested having Holly provide a brief update on the Chittenden County Stream Team Update

2. **Chittenden County Stream Team Update** Holly showed photos of the recent storm drain art project. She also provided a pink-painted rain barrel at the Town of Colchester’s recent “Making Strides Against Breast Cancer” event.

3. **Review and action on draft minutes of September 6, 2016:** After a brief recap by Dan Albrecht, James Sherrard made a motion, seconded by James Sherrard to approve the September 6, 2016 minutes. No further discussion. MOTION PASSED.

4. **RSEP: continued discussion with Tally Ho Design on Brand Revision/Update tasks (see PDF at link above)** Dave Barron and Ted Olson showed two concept designs to obtain a gut-level reaction. The first was “Rethink Runoff” and the second was “Stop Stormwater Runoff”. The general consensus of attendees was in favor of the “Rethink Runoff” slogan. They also liked the idea of a raindrop mascot/character (in the same way historic PSA campaigns used for example, “Mr. Yuk” “Crimedog” or “Smokey the Bear”) although instead of Mr. Drip he could be called “Drop”. Attendees like the “Stop Stormwater Runoff” concept as well but noted you can’t really stop runoff. However, they did like the feel of the artwork in this concept which looked in keeping with the current “Vermont-look” and they also liked the use of the raindrop as the “o” in “Runoff and that these design elements could be incorporated in “Rethink Runoff.” The discussion concluded with Albrecht directed to circulate the presentation by Tally Ho to the MS4s via email along with notes to be provided by Tally Ho later today and ask that MS4s weigh-in via “Reply All” by noon this coming Friday so that Tally Ho can keep working on this task.

5. **Items for November meeting agenda**
More review of branding/identity approaches.

6. **Adjournment:** The meeting adjourned at 1:40 p.m.

Respectfully submitted, Dan Albrecht