

Clean Water Advisory Committee (CWAC) & MS4 Subcommittee

Tuesday, September 6, 2016

11:00 a.m. to 1:30 p.m.

CCRPC Main Conference Room, 110 West Canal Street, Winooski

To access documents noted with an asterix (*) below, please visit: <http://www.ccrpcvt.org/meetings/clean-water-advisory-committee/>

Clean Water Advisory Committee (CWAC) 11 a.m – 12:15 p.m.

1. Changes to the Agenda
2. Review and approval of minutes (August 2, 2016)* (Action)
3. Initial review of elements of Lamoille Tactical Basin Plan Implementation Summary table* (Action)
4. Initial review of proposed Basin Plan project scoring/ranking criteria* (Action)
5. Tentative schedule of agenda items for future meetings* (Informational)
6. Items for October meeting agenda (Action)
7. Brief updates as needed (Informational)

[15 minute break]

MS-4 Subcommittee 12:30 p.m. – 1:30 p.m.

1. Changes to the Agenda
2. Review and approval of minutes (August 2, 2016)* (Action)
3. RSEP:
 - Staff Summary of contract with Tally Ho Design: social change marketing services (Informational)
 - Tally Ho Design: introductions and dialogue on Brand Revision / Update tasks, namely: (Action)
 - *develop one overall identity to encompass both RSEP and CCST programs so as to minimize confusion for the public;*
 - *adapt the existing www.smartwaterways.org website to include the CCST program content and possibly other content as well;*
 - *recommend strategies for social media;*
 - *devise programs which could be mutually supportive; and*
 - *plan for and implement a Spring 2017 launch of the new merged RSEP/CCST brand identity.*
4. CCST: Quarterly Report by Winooski NRCD (Informational)
5. Items for October meeting agenda (Action)
6. Brief updates as needed (Informational)

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