

1 CHITTENDEN COUNTY REGIONAL PLANNING COMMISSION  
2 MS4 SUBCOMMITTEE – DRAFT MINUTES

3 DATE: Tuesday, June 6, 2017  
4 TIME: 12:15 p.m. to 1:15 p.m.  
5 PLACE: CCRPC Offices, 110 West Canal Street, Suite 202, Winooski, VT  
6 DOCUMENTS: Minutes, documents, and presentations discussed accessible at:  
7 <http://www.ccrpcvt.org/meetings/clean-water-advisory-committee/>

Committee Members in Attendance		
Burlington: Jenna Calvi	Essex Junction: Chelsea Mandigo, Co-Chair	South Burlington: Tom DiPietro
Colchester: Warner Rackley	Milton: Jeff Castle & Gina Clithero	Williston: James Sherrard
Essex: Annie Costandi, Co-Chair	Shelburne: Chris Robinson	Winooski: Tim Grover
Burlington Airport: Polly Harris (Stantec)	University of VT: Lani Ravin	VAOT:
VANR: Christy Witters		
Other Attendees: Tally Ho Design: Dave Barron		
CCRPC Staff: Dan Albrecht		

8 1. **Welcome:** Chelsea Mandigo called the meeting to order at 11:10 a.m.

9 2. **Changes to the Agenda** Dan asked to add two items: 1-Amendment to FY17 budget and 2-May 9<sup>th</sup>  
10 request from Agency of Agriculture. The Committee approved the request.

11 3. **Review and action on draft minutes of May 2, 2017:**

12 After a brief recap by Dan Albrecht, DiPietro made a motion, seconded by Ravin to approve the May 2, 2017  
13 minutes. No further discussion. *MOTION PASSED with Calvi, Witters, and Harris abstaining.*

14 4. **Review of 2017 Spring Activities**

15 Dave Barron recapped the results of the spring campaign. For the time period starting April 19<sup>th</sup>  
16 through June 4<sup>th</sup> we have 4,039 page views vs 3,024 for the same time period in 2016. Dan noted that these  
17 results have been achieved with only spending about \$11,000 compared to the typical \$20,000 spent in most  
18 spring RSEP campaigns. With targeted Google ad word buys, overall costs were down. There is still a plan to  
19 conduct a targeted online ad buy once an algae bloom erupts and media interest is triggered. Members were  
20 encouraged to contact Dave if they start hearing of potential beach closures in their towns so that he has a  
21 heads up. After a brief discussion, the Committee authorized Tally Ho to use the untapped funds from the  
22 spring buy to conduct about 2 weeks of media starting June 19<sup>th</sup>.

23 Chelsea read a memo from Holly Kreiner of the Winooski NRCD which provided an update on their  
24 spring outreach and events for Stream Team

25 5. **May 9<sup>th</sup> request from Agency of Agriculture**

26 Albrecht indicated CCRPC had received a request from Ms. Alison Kosakowski to link their YouTube videos  
27 about farmer's clean water efforts on [www.rethinkrunoff.org](http://www.rethinkrunoff.org). After a brief discussion, the Committee directed  
28 Albrecht to indicate to her that at this time, the site needs to keep the focus on Minimum Measures #1 and #2  
29 and the efforts of the 12 MS4s.

30 6. **Amendment to FY17 budget**

31 Albrecht distributed a memo outlining current and projected expenses for FY17. He explained that  
32 unanticipated additional work (split equally between the RSEP and CCST accounts) for example on the  
33 merger MOU and the launch of Rethink Runoff, led to CCRPC being over budget. *After a brief discussion, on  
34 a motion by DiPietro, seconded by Calvi, the Subcommittee approved a transfer of \$1,300 from the RSEP  
35 account to the CCST account to cover this overage.*

36 7. **Review and authorization of brief piece on RSEP-CCST for upcoming book**

37 Albrecht briefed the group on the proposed submission for a book to be produced by the Vermont Clean Water  
38 Network. He did the first rough draft based upon the press release for the New England Stormwater

1 Collaborative Award and Chelsea and Annie improved upon it. After a brief discussion and some minor edits,  
2 the Subcommittee approved its submission.

3 **8. Review and approval of draft FY18 Rethink Runoff budget**

4 Albrecht recapped the requests from Tally Ho Design and Winooski NRCD as well as estimated lead agency  
5 costs. Albrecht noted that he is requesting \$300 for incidentals for CCRPC which is different than the draft  
6 budget posted on the web a few days ago. Dave noted that his request only showed the \$13,000 cost for the  
7 new creative work. As noted in the original contract, he would require funds for maintenance level activity  
8 such as ad buys, reporting, website maintenance, etc. which for FY18 he estimates would be \$10,000. *After a*  
9 *brief discussion, on a motion by Calvi, seconded by Sherrard, the Subcommittee approved an overall FY18*  
10 *Rethink Runoff budget of \$101,049.*

11 **9. Items for July 5th meeting agenda**

- 12 a. Check-in report from Tally Ho  
13 b. Quarterly report from Winooski NRCD

14 **10. Updates**

15 Christy Witters indicated that DEC is working on finalizing the next draft of the MS4 permit. She also  
16 reminded members of the meeting on June 14<sup>th</sup> to discuss MS4 Phosphorus baseload and tracking.

17 **11. Adjournment**

18 The meeting adjourned at 1:29 p.m.

19 *Respectfully submitted, Dan Albrecht*