

CHITTENDEN COUNTY REGIONAL PLANNING COMMISSION
MS4 SUBCOMMITTEE
 OF CLEAN WATER ADVISORY COMMITTEE – **DRAFT** MINUTES

DATE: **Tuesday, October 6, 2020**
 SCHEDULED TIME: 12:30 p.m. to 1:30 p.m.
 PLACE: ONLINE via Zoom
 DOCUMENTS: Minutes, documents, and presentations discussed accessible at:
<http://www.ccrpcvt.org/meetings/clean-water-advisory-committee/>

Committee Members in Attendance		
Burlington: James Sherrard	Burlington Airport: Polly Harris (Stantec)	Williston: Christine Dougherty
Colchester: Karen Adams	Milton: Dave Allerton	Winooski: Ryan Lambert
Essex: Annie Costandi, co-chair	Shelburne: Chris Robinson	VAOT: Jennifer Callahan
Essex Junction: Chelsea Mandigo, co-chair	South Burlington: Tom DiPietro, Dave Wheeler	Univ. of VT: Lani Ravin
DEC: Christy Witters		
Other Attendees: Pluck: Dave Barron; Winooski NRCD: Kristen Balschunat		
CCRPC Staff: Dan Albrecht, Sai Sarapelli, Chris Dubin		

1. Call to Order, Changes to the Agenda and Public Comments on Items not on the agenda:

The meeting was called to order at 12:15 p.m. With the consent of the co-chairs, it was agreed to have Dan Albrecht run the meeting since it was all online. No public comments were made.

2. Review and action on draft minutes of August 4, 2020

After a brief recap by Dan Albrecht, Chelsea Mandigo *made a motion, seconded by James Sherrard to approve the minutes of May 5th with the following corrections: Lani Ravin page 1, item, correct “Lani Ravid” to read “Lani Ravin”, No further discussion. MOTION PASSED with abstention by Harris.*

3. Rethink Runoff: Pluck, update on performance of spring and summer ads

Dave walked through his presentation (see subcommittee web page) covering performance from January through September. Web visits were down slightly compared to previous years for a variety of reasons. Covid-19 had an effect, but the overall dollars spent were also down. He kept online ad purchases at similar dollar costs per unit (i.e. cost per interaction). This year’s fall campaign started slightly later as well. For 2020 we are also spreading out ad dollars over a longer time period. Pet waste ads continue to be popular and the cost per ad especially in January-February is quite cheap. Ads on Facebook and Instagram were also new for this year. Also, new was tracking site performance in relation to items on the website such as the people downloading the How to Build a Rain Barrel PDF. He’s happy to work with WNRCD more on this type of tracking as they develop more events or products for the Stream Team.

4. Stream Team: Winooski NRCD, update on recent activities

Kristen Balschunat walked through the highlights for July, August and September from her status updates (see subcommittee webpage). She first thanked Dave for working together on the rain barrel PDF and its good to be able to track behavior. The rain barrel pick-up went well. It was spread out over 3 hours and over 40 people/households picked up a barrel. For those who wanted a more visual explanation of how to put the barrel together she made a simple youtube video.

With regards to the stream sampling this year, as the LaRosa lab did not operate this year, she instead gave the volunteers “homework” to do each week such as uploading information to I-Naturalist, taking soil samples, nature journaling, photos, etc. Kristen then demonstrated how she is putting all these observations into a Google Earth presentation. Overall, out of the twenty sites, she had ten volunteers who did their assignments consistently.

Lastly, Kristen noted that it appears that LaRosa dollars will be coming back and they will fund four types of monitoring projects: high-value streams, lake tributaries, identification of impaired waters and evaluating

1 the effectiveness of BMPs. She asked members to contact her with recommendations on the last category
2 where they could conduct monitoring upstream and downstream of a given practice.

3 Albrecht and others complimented Kristen on the use of Google Earth and how it helps people to discover
4 these urban streams and their attributes. Dave Barron noted that for the urban streams our website is data
5 heavy so integrating this Google Earth info would make it more appealing. James Sherrard recommended
6 putting the rain barrel youtube video on the website.
7

8 **5. Agenda Items for Next Meeting**

9 After a discussion, it was agreed that the next meeting would be December 1st, unless a November 3rd
10 meeting is called by the co-chairs.

11
12 **6. Adjournment** The meeting adjourned at 1:15 p.m.

13 *Respectfully submitted, Dan Albrecht*