

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

DATE: **Tuesday, May 4, 2021**  
 SCHEDULED TIME: 12:15 p.m. to 1:30 p.m.  
 PLACE: ONLINE via Zoom  
 DOCUMENTS: Minutes, documents and presentations discussed and a video recording accessible at:  
<http://www.ccrpcvt.org/meetings/clean-water-advisory-committee/>

<b>Committee Members in Attendance</b>		
Burlington: James Sherrard	Burlington Airport: Catie Calabrese	Williston: Christine Dougherty
Colchester: Karen Adams	Milton: Kirsten Jensen	Winooski: Ryan Lambert
Essex: Annie Costandi, co-chair	Shelburne: Chris Robinson	VAOT: Jennifer Callahan
Essex Junction: Chelsea Mandigo, co-chair	South Burlington: Dave Wheeler	Univ. of VT: Lani Ravin
DEC:		
<b>Other Attendees:</b> Winooski NRCDC: Kristen Balschunat; DEC: Karen Bates; BLUE-Salix Solutions: Emily Porter-Goff; Stone Environmental: Amy Macrelis		
<b>CCRPC Staff:</b> Dan Albrecht, Charlie Baker, Regina Mahony, Sai Sarepalli		

**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. No public comments were made.

**2. Review and action on draft minutes of April 6, 2021**

After a brief recap by Dan, *James Sherrard made a motion, seconded by Karen Adams to approve the minutes of April 4<sup>th</sup> as drafted. No further discussion. MOTION PASSED with no abstentions.*

**3. Consider exercising option to extend MM#2 contract with Winooski NRCDC**

Dan recapped an email sent to members yesterday.

The original contract was signed with WNRCD after a spring 2018 RFP was issued for Stream Team / MM#2 services. As has had be done with prior MM#1 and MM#2 contracts, that contract included language specifying an initial term followed by a renewal/extension option that maxes out at 5 years. For example, we recently issued the RFP for MM#1 services because the contract with Tally Ho / Pluck had reached its 5-year limit. **Section 5 of the current contract with WNRCD reads:** *The period of Contractor’s performance shall begin on July 1, 2018 and end on June 30, 2021, with an option for renewal for two additional years.* It is my recommendation that you vote to authorize the extension. Winooski NRCDC has performed admirably with attention to detail and a willingness to adapt to our direction as well as provide their own initiative. In response to a question, Dan clarified that at the end of the proposed two-year extension a new RFP would be issued for Stream Team services.

*Karen Adams made a motion, seconded by James Sherrard to have CCRPC extend the contract with WNRCD for Stream Team services through June 30, 2023. MOTION PASSED.*

**4. Receive recommendation of Social Marketing Services RFP proposal review subcommittee and authorize CCRPC to enter into negotiations with recommended vendor**

Dan recapped a memo sent to members via email yesterday.

- 1) The RFP was posted on [www.vermontbidsystem.com](http://www.vermontbidsystem.com) as well as distributed by email to Vermont-based firms with experience in social change marketing
- 2) Six timely replies were received
- 3) The Selection Committee was comprised of Dan Albrecht, Karen Adams, Annie Costandi, Kirsten Jensen and Chelsea Mandigo. Members evaluated the proposals separately and then met via Zoom on April 27 and reached consensus to conduct online interviews with Motivf and Pluck. Online interviews were conducted on April 29. After conclusion of these interviews, the Selection Committee reached consensus to recommend that the CCRPC enter into contract negotiations with Pluck as the first choice. While Motivf’s response was responsive and they had some applicable experience and good ideas, Committee members

1 were unanimous that Pluck had demonstrated its ability to meet all of the requirements in the RFP in the  
2 most effective manner compared to Motivf.

3 Chelsea added that they also received good feedback from Dave Barron of Pluck regarding new ideas to  
4 implement. She noted that Pluck had been kept on a fairly tight leash as far as “new creative” was concerned  
5 due to the major work and focus was rebranding the RSEP and RRST into one combined campaign. James  
6 Sherrard advocated for a longer discussion with Dave once contract is up and running to brainstorm.

7 *Jennifer Callahan made a motion, seconded by Lani Ravin to authorize CCRPC to enter into contract*  
8 *negotiations with Pluck. No further discussion. MOTION PASSED with no abstentions.*  
9

#### 10 **5. Decide use of anticipated FY21 year-end surplus of ~\$14,886**

11 Dan kicked off the item noting members could a) maintain some funds as an operating reserve, b) refund  
12 some of the funds and/or c) invest the money in new initiatives. Discussion among members identified the  
13 following issues/concerns:

- 14 • Several members noted that any kind of refund sent by check would not function very well due to  
15 intricacies of bureaucracy. Any refund should just be issued through reducing dues in a future year.
- 16 • Christine Dougherty and Lani Ravin spoke in favor of members receiving some refund amount.
- 17 • Chelsea noted that we could have a win-win and both use a portion of the surplus to reduce future dues  
18 and invest in new initiatives.
- 19 • Christine noted the concern of bumping up against contract maximums such as the \$27k in the  
20 Winooski NRC contract. She also noted a concern that if you build up a new program there is  
21 pressure to then maintain it and then conversely if it is not maintained the investment is wasted.
- 22 • Ryan Lambert he would go with the group, either reinvest in new programming or go with the group.
- 23 • James noted that it is harder to raise dues than to reduce dues therefore rather than lowering the  
24 Annual Dues set by contract for each member it would be better to apply some of the surplus to just  
25 reducing temporarily (editor’s note: i.e. show reduction amount applied to overall dues).
- 26 • Dan read out applicable sections of the MOU governing this MS4 effort: *the annual dues shall be set*  
27 *by a two-thirds majority by October 15<sup>th</sup> of the preceding calendar year and Any funds remaining at*  
28 *the end of a Program Year shall be carried over to the next Program Year, unless a majority of the*  
29 *voting Members of the Steering Committee decides otherwise.* Dan noted that the dues FY22 were  
30 established earlier at \$6,000 per member.

31 Discussion concluded that a decision on the surplus is somewhat driven by any action on whether or not to join  
32 the Adopt-a-Drain program.  
33

#### 34 **6. Decide whether to participate in Adopt-A-Drain Program**

35 James reiterated Burlington’s support for participation as part of the planned three outreach towns’  
36 (Burlington, Essex, Essex Junction) programming for FY22. Kristen reiterated that her coordination and  
37 outreach time could be covered by the WNRCD FY22 budget allocation. However, these three towns would  
38 need to cover their individual subscription and set up fees. Christine reiterated Williston’s decision to not  
39 participate. Karen Adams said that Colchester is still interested but can’t invest staff time into it. Kristen  
40 Jensen that Milton is possibly interested but they would need help at the start. Dan noted that this mimics the  
41 results noted at last months meeting.

	Interested	Not Interested	Unsure/Maybe
Burlington	X		
Essex	X		
Essex Junction	X		
Milton	X		
Williston		X	
Winooski			X
So. Burlington		X	
Shelburne			X
Colchester	X		

1 Chelsea concluded the discussion stating that any MS4 participation in Adopt-a-Drain would be based out  
2 of those towns individually and not a regional effort.

3  
4 **7. Review and comment on draft Costandi & Mandigo presentation to NEWIPCC Nonpoint Source**  
5 **Pollution Conference**

6 Chelsea noted that the presentation had been reselected by NEIWPCCC after last year's conference was  
7 cancelled. Annie stated that the theme this year was watersheds so they are trying to highlight all the various  
8 partners that have built this effort. Chelsea share the proposed powerpoint and members suggested various  
9 edits. In light of the fact that the draft PPT was not posted on time before today's meeting, Chelsea will  
10 circulate the draft to members via email with comments due by noon tomorrow.

11  
12 **6. Resumption of discussion on disposition of surplus**

13 Chelsea suggested that she, Annie, Dave and Kristen meet to brainstorm a list of potential ideas for use of the  
14 surplus. Dan noted that there was no majority in favor of not carrying over the money to the next year. Kristen  
15 said she can price out some different options such as targeted programming to UVM or Airport or resuming  
16 stream cleanup. Dan noted since Pluck came onboard we have gotten good click-thru results without  
17 automatically spending all of the full \$10k/\$20k for fall / spring ads, respectively. Annie closed this discussion  
18 noting they will meet offline and come back to the group.

19  
20 **8. Updates**

21 Kristen said WNRCD will again conduct stream sampling. 10 of the 14 selected sites already have  
22 volunteers identified and training will begin soon. Turbidity data will no longer be collected (no collection was  
23 done in 2020 either) and nitrogen has been added at a few sites.

24  
25 **9. Items for June 1<sup>st</sup> meeting agenda**

26 James, Ryan and Dave Wheeler noted the need for discussion of how to keep stream flow monitoring going  
27 via cost-sharing.

28  
29 **10. Adjournment**

The meeting was adjourned at 1:06 p.m.

30  
31 *Respectfully submitted, Dan Albrecht*  
32