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**From:** Rethink Runoff  
**Sent:** Friday, June 11, 2021 10:54 AM  
**To:** Ann Costandi; Chelsea Mandigo  
**Subject:** Fwd: Message from Rethink Runoff website

**CAUTION: EXTERNAL MAIL. DO NOT CLICK ON LINKS OR OPEN ATTACHMENTS YOU DO NOT TRUST**

Hi Annie and Chelsea,

I recently received this message in the Rethink Runoff inbox. Looking for your advice about how to respond.

Best,

Kristen

----- Forwarded message -----

**From:** Michelle Maitland, Town of Groton (CT) <[wordpress@rethinkrunoff.org](mailto:wordpress@rethinkrunoff.org)>  
**Date:** Thu, Jun 3, 2021 at 11:41 AM  
**Subject:** Message from Rethink Runoff website  
**To:** <[rethinkrunoff@gmail.com](mailto:rethinkrunoff@gmail.com)>

Good Day & Congrats, Planning Commission members, on your outreach program success.

I was led to your page by Eric Thomas, CT DEEP Eastern Region Watershed Manager, who saw your presentation at the NEIWPC NPS conference. I am a member of the Eastern CT Conservation District's (ECCD) Baker Cove Watershed Committee and Eric suggested that committee members check it out. Further, I am the MS4 Coordinator for the Town of Groton. I see the appeal! I really like the name, logo, clean design and content choices. It is obvious a lot of effort was put into this effort.

I wonder if there is someone I could speak with about possible sharing of your design scheme? Frankly, our community, "is not there yet" -- but seeing your campaign piques my interest. Your group has done such an excellent job, maybe an agreement could be reached for replication of the name/logo, colors, fonts, and navigation? We would obviously give due credit. I just hate reinventing the wheel.

Whether a friendly handshake, a formal MOU, or sharing your designer's name with a release for them to use your model in contracted services-- I could see many possible solutions. But if you were feeling ambitious, there is probably a plethora of towns who would be interested in the same. Have you considered setting up a sharing model?

If there was interest in swapping content, The Town of Groton is amidst production of a municipal television show "Sound Water" and we might be able to share the assets being developed therein.

As an aside, you might be interested to know that in Explorer, your site navigation is not legible (dark

blue on black). It occurred to me to switch browsers when I saw that and Chrome was great. But I'm not sure all people have gotten the memo to switch or would even be capable.

If my request for content sharing is more than anyone is interested in exploring ("who has time for that?!") or if those who did the heavy lifting bristle at the thought -- I get it. But I come from the school of "you don't know if you don't ask."

No rush, but I hope someone might consider a conversation. While, if not, the congratulations still stand.

Best wishes and thanks in advance for your consideration,

Michelle Maitland  
Town of Groton, Public Works Dept.  
ECCD Board member  
860-448-4544  
[mmaitland@groton-ct.gov](mailto:mmaitland@groton-ct.gov)

Reply to:  
[mmaitland@groton-ct.gov](mailto:mmaitland@groton-ct.gov)

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Kristen Balschunat  
Program Coordinator, Rethink Runoff Stream Team  
[rethinkrunoff@gmail.com](mailto:rethinkrunoff@gmail.com)



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