

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

DATE: **Wednesday, August 24, 2022**  
 SCHEDULED TIME: 11:00 a.m. to 11:30 a.m.  
 PLACE: ONLINE via Zoom  
 DOCUMENTS: Minutes, documents discussed, and presentations accessible at:  
<http://www.ccrpcvt.org/meetings/clean-water-advisory-committee/>

<b>Committee Members in Attendance (all attending online unless otherwise noted)</b>		
Burlington: James Sherrard	Burlington Airport: Catie Calabrese	Williston: Christine Dougherty
Colchester: Karen Adams	Milton: Dave Allerton, Nicholas Prussock	Winooski: Ryan Lambert
Essex: Annie Costandi, co-chair	Shelburne: Chris Robinson	VAOT:.
Essex Junction: Chelsea Mandigo, co-chair	South Burlington: Dave Wheeler	Univ. of VT: Lani Ravin
DEC:		
<b>Other Attendees:</b> Pluck: Dave Barron		
<b>CCRPC Staff:</b> Dan Albrecht, Sai Sarepalli		

**1. Call to Order, Review & Approve Agenda and Public Comments on Items not on the agenda:**

The meeting was called to order at 11:03 a.m. *On a motion by Dougherty, with second by Wheeler, the agenda as drafted was approved unanimously.* No public comments were made.

**2. Review and approval of FY23 Program Budget & Finalize FY23 Budget with Pluck for MCM#1 Services**

Albrecht walked the Subcommittee through the changes to the draft budget based upon a meeting he had with the co-chairs last week. Relative to the August 2<sup>nd</sup> version, reductions were proposed to CCRPC hours (-\$1,000), advertising costs (-\$2,000), Pluck (-\$5,000) and WNRCD (-\$2,000). This brings the overall expenses down to \$107,429. With dues set at \$6,600 plus \$30,295 carried over from FY22, revenue equals \$109,495.

Allerton noted that he had already anticipated dues of \$6,000 for this fiscal year. He could come up with the extra \$600 but he would have to take it from something else. He also noted that we need to start setting FY24 dues now as they are already starting to think about municipal budgets for FY24. Robinson agreed with the point about FY24 and also asked why new creative was such a big increase. Albrecht stated that that was because it has been 5 years since most of the content was created so it is needing a refresh. Barron agreed and noted that in FY24 his hours would drop down to more maintenance levels. Dougherty noted she had already anticipated \$6,000 in current year dues as well. She would like to see a budget balanced with that \$6,000 dues level.

Albrecht then brought up the Excel sheet and inputted \$6,000 in dues as a starting point for revenue. This creates revenue of \$102,295 so we need to come up with \$5,000 in cuts. Albrecht explained that the survey is not technically required. Mandigo noted that we do the survey to show progress and performance. We collect data about people's behaviors regarding SW best practices, but we also ask about how they get their news and what social media they use. Wheeler noted that we should include a link to us at the end of the survey. He also noted that we could trim funds from advertising and then boost it back up after the survey. Barron would prefer cuts to fall and winter advertising if they have to be made. Given the timing of the receiving the survey results in late winter / early spring. Costandi advocated for getting the survey done and then pushing the new creative into FY24 so the survey results can inform the work by Pluck. Several members agreed. If the survey goes out in January, we would get results in early April. Barron suggested that he do concepting this fiscal year but do the ad production and updates in FY24. Barron noted that this would mostly inform the spring 2024 campaign. Members agreed as this would mean a robust and well-informed campaign. He asked for concepting up to 50 hours and then put the \$7,000 in the other creative costs to FY24. Further reallocations were made to the fall, winter and spring 2023 ad allocations. Members agreed that if the survey costs come in over \$18,000 that funds would need to be taken from the spring 2023 advertising allocation. Dougherty noted that we can put together an ad hoc group of members to assist Albrecht so he can keep his

1 hours manageable. With less content development, Barron agreed he can work with the proposed reductions to  
 2 his social media posting. Robinson notes we should also think about setting aside money every year to pay for  
 3 new creative every 5 years in addition to banking funds to pay for a survey 5 years hence.

4 After further discussion on a motion by Dougherty, with a second by Robinson the following budget  
 5 was approved unanimously.

RETHINK RUNOFF BUDGET, FY23	AS APPROVED ON	8/24/2022			
<b>Lead Agency Services: CCRPC</b>					
Albrecht, Salary & Fringe plus indirect (~\$99.55/hr)	\$9,000	90 hours			
	<b>sub-total&gt;&gt;&gt;</b>	<b>\$9,000</b>			
<b>Other Vendors</b>					
Web hosting, domain regis	\$450				
Incidentals	\$300	ad hoc purchases			
New 5 year survey in March/April 2018	\$18,000				
	<b>sub-total&gt;&gt;&gt;</b>	<b>\$18,750</b>			
<b>Advertising: paid to vendors</b>					
July 1 - mid-Sept, 2022	\$6,000				
January 1 - February 28, 2023	\$2,000				
April 1 - June 30, 2023	\$16,600				
	<b>sub-total&gt;&gt;&gt;</b>	<b>\$24,600</b>			
<b>Marketing: Pluck (@\$100/hr)</b>					
<b>General / on-going</b>					
Media Planning/Placement	\$1,800	18 hours			
Reports, general web updates, project mgt, meetings	\$6,700	67 hours			
Ad hoc design for Stream Team	\$2,500	25 hours			
Social Media Content Development	\$3,000	30 hours			
<b>New Creative</b>					
Concepting	\$5,000				
	<b>sub-total&gt;&gt;&gt;</b>	<b>\$19,000</b>			
<b>Stream Team: WNRCD (@\$50/hr)</b>					
<b>July 2022- November 2022 (spend down of FY22)</b>					
	\$12,179	244 hours			
<b>December 2022 thru June 2023</b>					
Admin	\$2,150	43 hours	\$2,150	\$0	
Outreach (+ cost of promotional items)	\$5,900	114 hours	\$5,700	\$200	
Project Development & Implementation (+ supplies, minor subcontractors, misc)	\$9,950	189 hours	\$11,450	\$500	
Mileage	\$500		\$0	\$500	
	<b>sub-total&gt;&gt;&gt;</b>	<b>\$30,679</b>	<b>\$19,300</b>	<b>\$1,200</b>	
<b>TOTAL</b>			<b>\$102,029</b>		
	\$72,000	<< Dues: 12x\$6,000			
<b>Projected FY22 Surplus carried over to FY23</b>	<b>\$30,295</b>				
<b>TOTAL INCOME&gt;&gt;&gt;&gt;&gt;&gt;&gt;&gt;&gt;&gt;&gt;&gt;&gt;&gt;&gt;&gt;&gt;&gt;</b>			<b>\$102,295</b>		

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1 **3. Review and approval of draft FY23 Chittenden County MS4 Stormwater Program Services**  
2 **Agreement for member internal review**

3 Albrecht walked through the Track Changes made compared to the 2017 agreement. The following  
4 additional changes were approved by the MS4 Subcommittee

- 5 • Suggested by Dougherty: Section 5a., change to read: The Members shall be appointed either by the  
6 governing bodies or their designee of their municipalities at publicly warned meetings or, if a Member  
7 representing an MS4 Permittee is a non-municipal agency, via a process consistent with that agency's  
8 policies.
- 9 • Suggested by Dougherty: Section 13, change to read: ~~An MS4 Permittee may withdrawal from~~  
10 ~~participation in this Agreement only at the end of a state fiscal year.~~ If an MS4 Permittee wishes to  
11 withdrawal from participation, it shall provide at least 90 days' notice to the other MS4 Permittees and  
12 the CCRPC. After withdrawal, a MS4 Permittee shall remain responsible for its share of the costs of  
13 contracts that the Steering Committee approved prior to the effective date of the withdrawal.
- 14 • Suggested by Robinson, Section 9, change to read: For FY24 and following fiscal years, the  
15 annual dues shall be set by a two-thirds majority by ~~October 15<sup>th</sup>~~ December 15<sup>th</sup> of the preceding  
16 calendar year. ~~In the absence of agreement, the dues shall remain at \$5,500. \$6,000~~

17  
18 Albrecht indicated he would circulate this revised draft this afternoon. Ideally, everyone responds with an okay  
19 or with suggested edits soon. Worst case scenario, we will have to have extra meetings if there are numerous  
20 edits by multiple parties. Wheeler noted that we can let each other by emails know how their respective town-  
21 level reviews went.

22  
23 Albrecht reminded everyone of the retirement party for Jim Pease on August 30<sup>th</sup> in Middlesex.

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26 **8. Adjournment** The meeting was adjourned at approximately 11:43 p.m.

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28 *Respectfully submitted, Dan Albrecht*