

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

DATE: **Tuesday, September 7, 2021**
 SCHEDULED TIME: 12:15 p.m. to 1:30 p.m.
 PLACE: In-person at CCRPC office and ONLINE via Zoom
 DOCUMENTS: Minutes, documents and presentations discussed and a video recording accessible at:
<http://www.ccrpcvt.org/meetings/clean-water-advisory-committee/>

Committee Members in Attendance (all attending online unless otherwise noted)		
Burlington: James Sherrard	Burlington Airport: Catie Calabrese, Larry Lackey	Williston: Christine Dougherty
Colchester: Karen Adams	Milton: Dave Allerton, Kristen Jensen	Winooski: Ryan Lambert
Essex: Annie Costandi, co-chair (in-person)	Shelburne: Chris Robinson (at CCRPC office)	VAOT: Jennifer Callahan
Essex Junction: Chelsea Mandigo, (co- chair)	South Burlington: Tom DiPietro, Dave Wheeler	Univ. of VT: Lani Ravin
DEC: Kristy Witters		
Other Attendees: Pluck: Dave Barron; WNRCD: Kristen Balschunat; Evan Fitzgerald		
CCRPC Staff: Dan Albrecht (at CCRPC office), 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 12:25 p.m. by co-chair, Annie Costandi. No changes to the agenda nor public comments were made.

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

After a brief recap by Dan Albrecht, *Annie Costandi made a motion, seconded by James Sherrard to approve the minutes of July 7th as drafted. No further discussion. MOTION PASSED with no abstentions.*

3. Update from municipalities participating in Adopt-a-Drain Program

Dan briefed the Committee. Chelsea summarized that we had received a proposed contract. The five participating towns had questions which we just received answers to. After discussion including input from Kristen Balschunat, there was consensus to have the contract start January 1st but GIS data transfer could take place before then.

4. WNRCD: update on Stream Team activities

Kristen provided an update on recent activities. She highlighted a 2-hour lesson to Winooski Middle School students. Regarding stream sampling data, Kristen said that DEC will take on crunching the data and preparing a formal report. Kristen said she would summarize DEC results after they produce the report. James Sherrard and Dave Allerton indicated that they would still like to see the raw data. Lastly, she indicated that WNRCD will help Town of Milton crew install their rain garden in front of the Milton Town Office.

5. Pluck: results of spring advertising campaign and tweaks to 2021/2022 Media plan

Dave recapped the online visits to rethinkrunoff.org first. There was a 20% drop in 2020 but have now caught back up. Video interactions from Google/YouTube were way up. More and more people are watching videos. Dave recapped the planned fall ad campaign which will cost about \$6,995 out of a total Fiscal Year ad budget of \$26,000. Concerns were raised by Christine Dougherty regarding advertising on WVMT AM Radio given its political content, some hosts she considered offensive and that some of these hosts were spreading information that it is outside of the mainstream. Dan noted that we have been advertising with WVMT for many years, their morning hosts are local and focus on local issues and he has been invited on a few times to these shows to talk about RSEP/Rethink Runoff. He did not that like all radio it is difficult to track efficacy. Dave noted that we used to advertise on even more stations in the past other than WVMT and VPR. It was agreed that Christine's concerns would be discussed at a future meeting.

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6. SW outfalls on private land with no access easement

Chris Dubin noted that they have worked with the MS4s to try and inventory all MRGP-linked outfalls but there are some that are inaccessible to inventory/assess. Kristy Witters confirmed that as of now those outfalls would default to Non-Compliant. As of now however, the permit allows a municipality to not be forced to condemn private land to access those un-assessed outfalls. Members noted eventually municipalities will want to try to access those outfalls if they have good phosphorus reduction potential. It was agreed that the best solution was to create a separate new data field perhaps called Inaccessible to Assessment so that it more clearly shows the reality rather than being automatically termed as non-compliant. In the meantime, Chris will create a report and sent it to Ryan and Pricer at DEC noting which outfalls are in this situation.

7. Request from CT watershed group to use Rethink Runoff design scheme

Annie Costandi recapped the request which is essentially, because they love our design and there was no need to reinvent the wheel, was to use our name, logo, fonts, website navigation, etc. After our considerable discussion among members and from Dave Barron, there was a general consensus that (a) we could share ideas and text content but that we could not share the logo nor the name Rethink Runoff as these were essentially our brand that we had built over time and that (b) Dan will reach out to them and find out more on what their plans are, what their budget is, etc.

9. Items for October 5th meeting agenda

Follow up on CT watershed group request
Follow up on Adopt-a-Drain contract.

10. Adjournment The meeting was adjourned at 1:40 p.m.

Respectfully submitted, Dan Albrecht