

CHITTENDEN COUNTY REGIONAL PLANNING COMMISSION
MS4 SUBCOMMITTEE
 OF CLEAN WATER ADVISORY COMMITTEE – **Draft** MINUTES, v2. Posted 11/20/23

DATE: **Tuesday, November 7th, 2023** **REGULAR MEETING**
 SCHEDULED TIME: 12:15 p.m. to 1:30 p.m.
 PLACE: online via Zoom
 DOCUMENTS: Minutes, documents discussed, and presentations 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 (EIV)	Williston: Lisa Cichetti
Colchester: Karen Adams, Brett McCreary	Milton: Lisa Schaeffler	Winooski: Ryan Lambert
Essex: Annie Costandi, co-chair	Shelburne: Chris Robinson	VAOT:
Essex Jct.: Chelsea Mandigo, co-chair	South Burlington: , Marisa Rorabaugh	Univ. of VT:
DEC: Sam Hughes, Christy Witters		
Guests: Adelaide Dumm, WNRCD;		
CCRPC Staff: Dan Albrecht, Chris Dubin		

1. Changes to the Agenda and Public Comments on Items not on agenda: *No changes, additions or comments.*

2. Review and approval of minutes (October 3, 2023)

After a brief recap by Albrecht, K. Adams made a motion to approve the minutes of October 3 as drafted with a second by J. Sherrard. The motion was approved unanimously.

3. Consider Adoption of FY25 Budget. (ACTION)

Albrecht walked through the proposed FY25 Budget. Including a budget reserve of \$1,270, the proposed total is \$76,680 which he proposes rounding up to a final total of \$76,800 assuming 12 sets of dues paid at \$6,400 each. C. Robinson – If we are going to start putting \$2,000 away for Pluck to prepare New Creative every few years, we should show our current balance each year to show the buildup of unused funds. D. Albrecht – it’s hard because it’s a bit fluid as funds cross fiscal years, but I will try and find a way so we can set aside that funding each year. C. Robinson made a motion to approve the FY25 budget as presented with a total of \$76,800 and FY25 dues at \$6,400 each. The motion was seconded by J. Sherrard. The motion carried unanimously.

4. Update on New Creative by Pluck for Rethink Runoff advertising & Recap of fall campaign (Information).

David Barron from New Creative by Pluck presented on a summary of the advertising efforts around the Rethink Runoff campaign. There was an increase in users as well as good return on Facebook efforts. We need to analyze better how we do things in order to adapt. New art was presented for initiatives surrounding salt usage, rain gardens, etc. A review of other opportunities for advertising was also presented. A lengthy discussion ensued regarding if we could do a better job tracking, and also better giveaways. A. Dumm suggested focusing more on webinars than tabling as it may engage people more in the content rather than rewards. Could we track usage of these webinars? D. Albrecht – we could do a series of webinars back to back in the spring. L Chiccheti – Do we have any outreach for people who aren’t on social media? More discussions were had about flyerling as part of municipal water/stormwater bills and the challenges and opportunities. D. Barron – We could possibly make a map promoting/marketing our efforts. M. Rorabaugh – Could we use QR codes to direct traffic to specific towns? Could this be tracked? A. Dumm – Could we put a splash page that says “where are you from? D. Barron – we kind of already do this in a way – but let me think about this more and report back.

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5. Brief update by WNRCD on MCM#2 compliance activities

Dumm presented the highlights of her recent October report. A. Dumm informed committee that she has been promoted to district manager. A. Dumm – if you have a project in your town that you want to see highlighted – please reach out.

6. Staff, member and guest updates as needed.

No staff updates.

7. Agenda Items for December 5th meeting.

No meeting will take place in December.

8. Adjournment

The meeting was adjourned by Mandigo at approximately 1:33 p.m.

Respectfully submitted, Chris Dubin

DRAFT