

# Regional Stormwater Education Program Steering Committee

## Draft Minutes

Wednesday, May 5th, 2021 from 1-3 pm  
Zoom Meeting

**Participants:** Amanda Holland, Bethany Remmers, Luke Briccetti (NRPC); Emmalee Cherington, Corey Parent (St. Albans Town); Chip Sawyer (St. Albans City); Kent Henderson, Patrick Daunais (Friends of Northern Lake Champlain)

**Adjustments to agenda: no adjustments made.**

### Review of 2020 report

- MCM-1:
  - o Described change from older DreamWeaver website to Wix site
  - o Review of Kate's work on illustrative guides – developed majority of guides and brought in St. Albans Master gardeners as focus group for guides
  - o Review of social media usage, prioritized facebook and will transition to doing FPF as well based off of previous approval
  - o Lake Lessons program review: described what the program was prior to covid and the transition steps we are taking in a post-covid world
  
- MCM-2:
  - o Cleanup events were cancelled due to covid last year but are due to resume
  - o Partnership with Amy Brewer and FGI Tobacco Coalition was a success, and they did their own cleanups which we are a partner on

### Website preview

- Tried to alternate from pure negativity to how to best take action and bring about positive change
- Goal-based: explained clarification between “quick fixes” and “make an impact”
- Workshops and guides review
  - o Will post workshops that are currently missing from site
- Mailing List!
  - o We have 12 people signed up and plan on sending out notices regarding events and content updates

### Tasks for 2021 program year

- Tried to generalize tasks from previous permits in order to allow for more flexibility
- Maintaining website

- Already developed existing content (StoryMap)
- *Needed:* google analytics to track downloads /clicks of specific materials rather than just page views
  - Luke will try to continue it, but may need to hire a consultant
- Have developed but not yet posted cleanup site page on the website
- IDDE content: do we want it, and if we do, how should it interact with the city and town sites?
- Private driveway workshop
  - Would like to develop accompanying flyer/slideshow/video, may include shots of examples from Lake Carmi REI as relevant
- Finalize Kate's illustrative guides, reach out to master gardeners for feedback
- Municipal website / e-news: asked Emmalee and Chip whether either would be useful
  - Chip: advocated for city SW website pointing to FCS website and their social media attempting to drive engagement, questioned use of an e-news letter but did not rule out its usefulness for a small group of interested people
- *Bookmarks?*
  - Determined that if able to print these without it as a cost item, that it might make sense to print them as needed
    - Can use city hall print and cut equipment to print bookmarks before Lake Lessons
- Existing events
  - Lake Lessons will happen in September barring covid changes, cleanup in June
- Partner recruitment
  - Have reached out to SAAWA and hope to develop a partnership there (their members attending our cleanups)

## **Budget**

- Domain name for fcsvt.com is expiring: should we renew it so that someone doesn't take it and redirect our web traffic
  - Chip and Emmalee and Luke expressed interest in renewing just to be safe
- FPF: \$10 per month for both communities, have not purchased but should
- Will discuss the role of FNLC at a later date and if the monetary distribution should change

## **Next meeting**

- Chip affirmed interest in holding a quarterly meeting (next meeting August), as well as holding a standing meeting in March of each year prior to annual reporting
- Should review budget and approve it at next quarterly meeting with new staff person
- Should Eco be paid for partially via MS4 funding? For discussion with city and town before or at next meeting.