

**MINUTES OF THE ONTARIO-WAYNE STORMWATER COALITION
VICTOR TOWN HALL
JUNE 19, 2018**

PRESENT: Norm Druschel-Town of Walworth, Elaine Borgeest-OCSWCD, Brian Frey-Wayne County Highway, Jim Morse-Town of Farmington, Kim Boyd-BME, Al Benedict-Town of Victor, Teresa Maioli-Town of Walworth, Marilee Stollery-Town of Ontario, John Berry-Ontario County Highway (arrived at 9:45 am), Alyssa Benjamin-MRB Group, Linda Kleeman-Town of Walworth, Scott Allen-Town of Macedon, Lindsey Gerstenslager-Wayne County SWCD, Joseph Maioli-MS4 Intern

Chairman Frey called the meeting to order at 9:35 am.

MINUTES- Chairman Frey asked for any corrections or comments for the May 15th meeting minutes; since there were none, the following motion was offered:

Motion: Marilee Stollery seconded by Norm Druschel

Resolved: The minutes of May 15, 2018 are accepted as read.

All yes, carried.

AUDIT

Chairman Frey reminded everyone that the audit will be conducted July 9, 10, and 11. The Bonadio Group will be conducting the audit; Brian Frey, Kim Boyd, Scott Allen and Norm Druschel will meet with the representative at the OCSWCD offices. Chairman Frey will prepare a time schedule and forward to everyone involved.

OLD BUSINESS

Joe Maioli (intern) updated everyone on his activities to date; he prepared a sample map of detailed Stormwater Management System and an area of focus map for the Town of Walworth where he has been for two weeks. He has been with the WCSWCD for a week and has prepared website FAQ's sections for review. (See attached item #1). He also did culvert assessments with Chris Hotto and removal of invasive species on Sodus Bay. The Board agreed to pay \$25.00 monthly as a cell phone stipend for the intern. He will be with Wayne County Highway next. There were some minor changes to the display board.

Mass Media-Kim Boyd prepared the following marketing communications plan and the following motion was made: Al Benedict seconded by Norm Druschel

Resolved: The Board agrees to the following proposal not to exceed \$3,400 and to include up to a \$2,550 grant subsidy; leaving a balance of \$850.00.

The Ontario-Wayne Stormwater Coalition is comprised of eight members spanning two counties (6 MS4 Community members and 2 MS4 Highway Department members) and promotes Stormwater education and awareness for the public, contractors, businesses, and MS4employees in Ontario and Wayne counties. The Coalition is interested in creating a unique communications plan that complements the current 820 Hero initiative in Monroe County.

Causewave Community Partners works with more than a dozen nonprofit organizations and community groups each year to develop specific, targeted marketing communications plans. This program ensures an efficient planning process, tailored to the individual needs of each nonprofit partner.

WHAT CAN THIS HELP WITH?

This process has been used to address multiple topics that nonprofit organizations and community groups frequently face, ranging from fundraising, target audience prioritization, message development, increasing participation in a program, event planning and merger communications, to name just a few.

WHAT'S CAUSEWAVE'S APPROACH?

The Causewave staff and volunteer team assigned to your project will work collaboratively with you to gather the information and research needed to inform the plan. Most organizations include 2-5 staff and/or board members in the planning process. A draft strategy is developed and presented for review. Upon approval, the rough and final drafts of the plan are developed and presented to your team. Finally, we discuss implementation, to ensure your team is comfortable with how to execute the plan.

HOW LONG DOES IT TAKE?

This process can take anywhere from three to five months, depending on your team's availability to work together to create the plan. We ensure the plan will include strategies and tactics that are realistic and reflective of your organization's ability to implement.

WHAT'S THE LONG-TERM VALUE?

When the process is complete, you will have a marketing and communications plan that includes a formal analysis of the following:

- Desired Outcomes/Goals (Short and Long Term) and Measures
- e Target Audience(s)
- e Key Messages and Calls to Action
- e Communication Strategies and Supporting Tactical Steps
- Budget
- Timing

Because Causewave works to build capacity within organizations, this program uses a collaborative learning process by design so that the final plan can be adapted to future marketing communications needs of the organization. However, some organizations don't have the internal resources to implement the plan they would like to build. If this is the case, Causewave can provide connections to external resources best suited to your organization's needs, ranging from ongoing support from a Causewave staffer (see appendix) to freelancers to full-service agencies.

WHAT COSTS ARE INVOLVED?

The cost to Causewave to deliver this program is \$3,400. Through an anonymous fund made available through the Rochester Area Community Foundation - specific to Ontario County projects - Causewave is able to offer limited funds to subsidize this cost as needed by the Ontario-Wayne Stormwater Coalition. A maximum of

\$2,550 in grant funds would be available for development of the communications plan. Causewave and Coalition members can discuss this in more detail, to finalize the total investment from both parties.

Out-of-pocket expenses would be billed, with prior approval, to the Ontario-Wayne Stormwater Coalition. These items would include, but are not limited to:

- Collateral development expenses (printing, design, photography, paper, postage)
- Meeting expenses (food, space, focus group honoraria)
- e Advertising
- Research expenses

Please see the Appendix for information about costs related to support with the plan's implementation, if Causewave support is desired.

CONTACT

Please contact Elizabeth Murray, Program Manager, with questions or for additional information at emurray@causewave.org or 585-442-0200 ext. 207.

APPENDIX IMPLEMENTATION SUPPORT

The options below outline varying levels of Causewave implementation support; however none of them should be understood to be independent of active involvement and time investment of Coalition representatives. In short, without active volunteer and staff support, the work will not be likely to achieve the desired amount of impact.

Cost and Fees (these represent fees for implementation support and are separate from the cost of the plan development-already outlined above)

Causewave recommends a fee structure based on a weekly hours expectation. This would be flexible to allow for fluctuations and billing would reflect actual hours worked. Below are some cost estimates.

5 hours/week: \$1,000/month

10 hours/week: \$2,000/month

20 hours/week: \$4,000/month

All yes, carried.

Kim presented the members with an updated statement of activities; Lindsey suggested putting the logos of the members on the inside page. This document will be reviewed every year.

NEW BUSINESS

Lindsey reviewed the WQIP Round 15 grant requirements with everyone. (See attached item #2). The grant application is due July 27th. All eight members must provide letters of support. The grant will be utilized to obtain funding to access MS4web2.0; a standard mapping system. The grant is a 75/25 cost share; 25% can be obtained upfront, then it is on a reimbursable schedule. The WCSWCD will administer the grant and be the applicant. Lindsey will need the letters of support by July 24th. The turnaround time is usually six months; the roll out date is usually December. Lindsey will send out a sample letter of support to everyone. After the five year period, the funding of \$1150.00 per member would be obtained from the annual dues.

Motion: Norm Druschel seconded by Marilee Stollery

Resolved: The coalition members will obtain letters of support from their corresponding boards and/or the person designated to sign Ontario-Wayne Coalition documents.

All yes, carried.

Motion: Norm Druschel seconded by Jim Morse

Resolved: The coalition approves the \$25.00 cost for an ad for the Walworth Lions Club booklet.

All yes, carried.

Al Benedict mentioned that Ken Wilson will be retiring next month; the Board agreed that Chairman Frey ask for Ken to attend the July 17th meeting.

BILLS-**Motion:** Scott Allen seconded by Marilee Stollery

Resolved: The Board approves the following bills: BME-\$3992.50, Town of Victor-\$100.00, MST-\$191.25 and OCSWCD-\$1416.51.

All yes, carried.

TREASURER REPORT- **Motion:** Scott Allen seconded by Al Benedict

Resolved: The treasurer report for May in the amount of \$105,314.11 is approved.

All yes, carried.

**ADJOURNMENT-Motion: Scott Allen seconded by Al Benedict
Resolved: The meeting was adjourned at 10:35 am.**

The next meeting will be held at the Victor Town Hall on July 17, 2018.

Elaine Borgeest, Recording Secretary