

Ontario-Wayne Stormwater Coalition
February 21, 2023 Minutes
Meeting held at OCSWCD 480 N Main St Canandaigua, NY 14424

PRESENT:

Coalition **Voting Members** / *Alternates*

Town of Farmington – **John Weidenborner**

Town of Ontario – **Adam Cummings**

Town of Victor - **Keith Maynard II**

Town of Walworth – **Norm Druschel**

Village of Victor – **John Turner**

Ontario County Highway – **Tim McElligott**

Wayne County Highway - **Brian Frey**

ABSENT: Town of Macedon - **Scott Allen**

Other Attendees: Diana Thorn-OCSWCD, Kim Boyd-BME, Dylan Ide-BME

Chairman Maynard called the meeting to order at 9:33am.

MINUTES

The December minutes were reviewed – no comments were made.

Motion to approve the December 20, 2022 minutes.

Made by John Turner, seconded by Tim McElligott.

All in favor; Carried.

OLD BUSINESS

a. **Kim Boyd, BME**

Kim introduced Dylan Ide. He is a BME employee who will be helping her with stormwater related work.

Kim handed out a schedule for annual report preparation and submission. She reminded members to make sure that Supervisors/Mayors sign after March 9th. Let Kim know if you have any questions or issues with preparing or submitting your report.

Kim reported that she has completed the program review at the Town of Victor. She has the two County members to review in 2023. It was decided that these reviews will wait until after the annual report is submitted.

b. Committee Reports:

- i. Brochures (Scott, Alaina, and Keith) This committee did not meet.

- ii. Strategic Plan (Brian, Tim, Keith, Norm, and Kim) This committee met and Kim shared minutes from the meeting with the group (attached). The committee reviewed the information from Causewave and agreed that the Brochure committee work is very valuable and should continue. Further discussion was had about scheduling additional Facebook posts, including using monthly themes to develop posts. Keith will speak with Alaina about creating posts. Member municipalities are asked to share the Coalition's posts.

It was decided that the next task should be to develop industry specific posters for pollutants of concern. These posters can then be distributed to businesses with the request that they be displayed in an area where employees will see them. Coalition members are asked to develop a list of industries and pollutants of concern to share with the Brochure committee.

- iii. Sponsorship for Outreach Material Development (Kim, John T. Tim) Kim reported that she has the name of a person who does graphic design. She will contact that person and have a cost estimate for the April meeting. Kim also recommended changing the name of this committee to Graphic Design committee.

NEW BUSINESS

- a. Lindsey Gerstenslager – waste collection events in Wayne County
Item remains tabled

- b. Posting IDDE Education on the Coalition's Facebook Page
Keith will ask Alaina to develop Facebook posts about the trainings she did. Each member municipality is asked to share the posts.

- c. Researching groups for education/outreach presentations.
Discussion was had and it was decided that the general outreach the Coalition is already doing is sufficient at this time. As stated above, the Coalition would like to increase the focus on targeted audiences based on specific pollutants of concern.

BILLS TO BE PAID

- a. BME - \$2,397.50
- b. OCSWCD - \$1,264.95
- c. Walworth Lions Club - \$25 spaghetti dinner placemat ad

Total bills = \$3,687.45

**Motion to approve paying the bills as submitted.
Made by Adam Cummings, seconded by Brian Frey.
All in favor; Carried.**

TREASURER'S REPORT

SAVINGS ACCOUNT:

December bank account data:
Beginning Balance: \$89,741.93
Interest earned= \$3.55
Deposits=\$0.00
Withdrawals=\$9,222.50
Ending Balance: \$80,522.98

January bank account data:
Beginning Balance: \$80,522.98
Interest earned= \$4.91
Deposits=\$25,000.00
Withdrawals=\$0.00
Ending Balance: \$105,527.89

CHECKING ACCOUNT:

December bank account data:
Beginning Balance: \$21.70
Interest earned= \$0.00
Deposits=\$9,222.50
Withdrawals=\$6,222.50
Ending Balance: \$3,021.70

January bank account data:
Beginning Balance: \$3,021.70
Interest earned=\$0.00
Deposits=\$25,000.00
Withdrawals=\$28,000.00
Ending Balance: \$21.70

Bills paid in December:

- d. BME - \$5,647.50
- e. OCSWCD - \$575.00
- f. Village of Victor - \$3,000.00

Total Bills paid: \$9,222.50

Bank Accounts are reconciled through January 31, 2023

**Motion to approve the Treasurer's report.
Made by Norm Druschel, seconded by John Turner.
All in favor; Carried.**

ADJOURNMENT

**Motion to adjourn made at 10:17am.
Made by Adam Cummings, seconded by Tim McElligott.
All in favor; Carried.**

The next meeting will be April 18, 2023.

Diana Thorn, Recording Secretary

OWSC Strategic Plan 2019-2023
 Program & Communications Plan Implementation Schedule Updates
 January 30, 2023

Attendees: Kimberly Boyd, Norm Druschel, Brian Frey, Keith Maynard

Target/Tactics:

- ***Create Resource guides for business partners***

Ongoing committee. Create rack cards or posters for industries, commercial properties, and developers.

MS4 Members: Create a list of your MS4's priority pollutants and email list to Kim by March 15th, 2023.

- ***Create an electronic toolkit for municipalities to distribute and/or produce***

Ongoing committee. Downloadable and printable materials are on the OWSC website.

- ***Assessment of current programs and events***

Completed. See attached.

MS4 Members: Remember to update the online Google spreadsheet with special events and public participation.

- ***Focus on feedback regarding desired ways to receive info (50% by social media and 45% by email)***

Facebook posts are ongoing – We currently have 62 Followers. Discussed obtaining emails for a List Serv to disseminate stormwater information throughout the year.

Action to be Taken: Create a sign in sheet for Public Events that collects email addresses for a List Serv. Information to be distributed include new rack cards or posters, advertising of rain barrel workshops, advertising of public events, Ontario Soil & Water Conservation District Newsletters, etc.

Discussed creating at least 12 stormwater topics to post at least one every month on Facebook.

Action to be Taken: Assign responsibility and commit to a monthly Facebook posting schedule.

Month	Topic	Stormwater Pollutant or Message	Responsible Entity
January 1, 2024	Christmas Tree Recycling	Nutrients	
February	Responsible Pet Owners Month	Bacteria, nitrogen, phosphorus	
March 20-26, 23	National Water Week	Water Conservation - Wash cars at car wash, oils, grease, etc.	
April 22, 2023	Earth Day	Promote volunteering, clean-ups, etc.	
May	MS4 Annual Report Comments	Public participation and comments welcome	BME Associates
June 18, 2023	National Go Fishing Day	Difference between stormwater and sewer pipes	
July	IDDE Identify & Report	General Education Message	

OWSC Strategic Plan 2019-2023
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August 30, 2023	National Beach Day	Watershed message. Waterbodies are connected.	
September 18-22, 2023	Septic Smart Week	Bacteria, phosphorus, nitrogen, FOG	
Month	Topic	Stormwater Pollutant or Message	Responsible Party
October	Leaves, Cornstalks, Pumpkin Recycling	Nutrients	
November 16 th , 2023	Great American Smokeout	Toxins, heavy metals, chemicals, pesticides	
December 5 th , 2023	World Soil Day	Silt, sediment	

MS4 Members: Remember to have employees and Elected Officials join the pages. Remember to send Alaina information for posts.

- **Develop a social media campaign that inspires active posting participation**
See Previous Tactic.
- **Distribute collateral at local farmers markets**
Ongoing. Recommend focusing on larger farmer markets (Victor & Walworth). Will reach out to the Town of Farmington for their schedule.
- **Establish fun, fresh programming to counter current attitudes**
Elizabeth Murray from Causewave is reaching out to freelance designers.
- **Create a memorable slogan to highlight "plumbing"**
Elizabeth Murray from Causewave is reaching out to freelance designers.
- **Special messaging at waterfront events / events near the water**
Discussed creating signs to post at waterfront locations. Tailor signs for the location and to include information regarding stormwater pollution. Elizabeth Murray from Causewave is reaching out to freelance designers.

MS4 Members: Create a list of locations for signage. (Bear Creek Harbor, The Locks, Ontario Beach & Deep Run). Discuss opportunities for public interactions such as the Boat Launch at Bear Creek Harbor or DEC boat inspections.

Other General Recommendations for Public Participation Events:

- Sponsorship in Ontario and Wayne Counties for Household Hazardous Waste and/or Tire Cleanups.
- Research partnership with Long Acre Farms assigned to Kim
- Attend Ontario County Landfill Casella Event (on hold since Covid)
- Research events at East View Mall, Rainaldi Winter Festival
- Research co-sponsored cleanup events:
 - Victor Hiking Trails in Ontario County
 - Trail Works in Wayne County
 - Kayaking, Canoeing or Snowmobile Clubs
 - GROC Trail Rides and Events

2019 – 2023 Permit Year OWSC Public Education & Participation Events

Public Outreach & Education Target Audience	2019-2020	2020-2021	2021-2022
Public Employees	84%	91%	93%
Residential/General Public	7,525 Attendees	1,268 Attendees	2,042 Attendees
Businesses	0	0	8 Vet Offices
Restaurants	0	0	8
Contractors	2	0	43
Developers	0	0	0
Industries	0	0	0
Agriculture	0	0	0
College Students	1 Event	0	0
School Aged Children	768	110	500

Public Participation Events by County	2019-2020	2020-2021	2021-2022
Ontario County	20	4	12
Wayne County	14	4	10
Total Events	34	8	22

Type of Public Participation Events	2019-2020	2020-2021	2021-2022
Clean Up Events	1 Event	2 Events	8 Events
Community Meetings	668 Attendees	347 Attendees	1,225 Attendees
Plantings	1,000,000 Sq Ft	20,032 Sq Ft	2,400 Sq Ft
Storm Drain Markings	0	0	23 Drains
Stakeholder Meetings	0	10 Attendees	10 Attendees
Volunteer Monitoring	1 Event	0	2 Events
Other: Rain Barrel Workshops	2 Events	0	1 Event
Envirothon	1 Event	0	1 Event
Science Fair	0	1 Event	0
Conservation Field Days	0	0	1 Event

Event Type

- Repeat Events:
 - Western Finger Lakes Regional Envirothon, Pal-Mac Science Exposition Day, Rain Barrel Work Shops, High Acres, Lumberjack Festival, Victor & Ginegaw Farmers Markets, Victor Jr. High Environmental Fair, IDDE Workshops, Summer Camps, 4 Hour DEC Course
- On Demand:
 - Scouts, Garden Club, Infrastructure Workshop, Fun on the Farms, Tire Collection Event, Invasive Species Workshop