

# Regional Stormwater Education Program Steering Committee

## Draft Minutes

Wednesday, July 1, 2020 from 10:30-11:30am  
Zoom Meeting

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

**Check-in on 2020 Scope of Work** (*Enclosed March 2020 Outline*)

- A. **Website Revamp** - Review of new Franklin County Stormwater website on WIX. Walked through pages and reviewed site content. NRPC asked for partners to look over content more in-depth and provide comments and edits over the next couple weeks.
  - B. **Technical Resources: Illustrative Guides & Rural Case Studies** – Review of project and update on where guides are at. Will be finished by end of July, and will be posted to FCS website.
  - C. **Communication & Marketing:**
    - i. **Facebook** – 50 followers. Posts tend to get 1-2 shares and receive 10-20 interactions. However, when a partner organization shares the post it will get upwards of 700 interactions. We will set up system of posting Thursday, emailing the City & Town that afternoon, and having them share posts they like on Friday.
    - ii. **Front Porch Forum** -
    - iii. **Municipal websites** – Direct the public to Franklin County Stormwater. Do not replicate content on the municipal sites.
    - iv. **Print material at community spaces** -
  - D. **Lake Lessons** – In person events are cancelled and program is moved to virtual learning for the fall. Each partner organization will contribute a lesson, such as a video and workbook (4<sup>th</sup> grade level), to provide to the schools.
  - E. **Events** – Most events were cancelled for the spring and summer, with the exception of cigarette butt clean up events in St. Albans in July and potentially August through fall.
- 3. Next Quarterly Meeting** - Planning for late September / early October.