

**Vermont Citizens Advisory Committee (VTCAC) on
Lake Champlain's Future**

Monday, November 26, 2018, 5:00 pm – 7:00 pm

**Shelburne Town Offices, Meeting Room 1
5420 Shelburne Road, Shelburne**

APPROVED MEETING SUMMARY

Committee Members Present: Eric Clifford, Wayne Elliott, David Mears, Mark Naud (Vice Chair), Rep. Carol Ode, Jeff Wennberg

Committee Members Absent: Rep. Steve Beyor, Sen. Carolyn Branagan, Bob Fischer, Lori Fisher (Chair), Bill Howland, Sen. Ginny Lyons

Public Guests: Elizabeth Deutsch, Crea Lintilhac, Bob Paquin

Meeting summary by Bethany Sargent, Vermont Department of Environmental Conservation.

1. Welcome and Introductions

The meeting began at 5:15 pm. Introductions were made around the room. Mark Naud, VTCAC Vice Chair, facilitated the meeting. He reviewed the agenda, and since there was not a quorum, voting on the October 3rd meeting summary; determining the date, location, and topic of the January meeting; and discussing potential VTCAC nominees was postponed until the next VTCAC meeting on December 10th.

2. Review and vote on October 3rd Meeting Summary

Postponed until December 10th.

3. Determine date, location, and topic of January meeting

Postponed until December 10th.

4. Debrief State of the Lake Information Sessions

The VTCAC members recapped the State of the Lake Information Sessions held in West Rutland September 27th, St. Albans October 1st, and Burlington October 3rd. VTCAC staff compiled questions and answers and public comments from each session. Presentations are posted at <http://www.lcbp.org/about-us/committees/citizen-advisory-committees/vermont-cac/>.

The focus of each session varied geographically, with several questions about Combined Sewer Overflows (CSOs) in West Rutland; agricultural impacts to water quality and cyanobacteria blooms in St. Albans; and CSOs, beach closures, and recreational access in Burlington.

The discussion centered on the relatively low turnout, and the need to better publicize or rethink how we're engaging members of the public. Several suggestions were made to improve public engagement:

- Highlighting problems/issues that motivate people to attend a public meeting and using that as an invitation to participate in problem solving.
- Targeting the message to the audience and make sure it's relevant statewide, not just to those who live on or near Lake Champlain.
- Knowing how many people to engage in order to affect change, then build a strategy from that.
- Utilizing social media.

5. Working session: 2019 Lake Champlain Action Plan

Mark Naud reviewed the content of the 2018 Lake Champlain Action Plan. Both the content of the plan and an outreach strategy were discussed.

The committee debated whether to recommend specific long-term funding proposals or to outline long-term funding criteria. In order to maintain relevancy throughout the legislative session, they decided to do the latter, but directed Bethany Sargent to invite Agency of Natural Resources Secretary Moore to the December 10th meeting to talk about potential long-term funding proposals.

Comments on the draft 2019 plan content are below.

Front page:

- Establishing new, long-term, clean water funding and a publicly accountable, outcome-based system to administer it.
- State clean water funding should be from a variety of sources and should sustain programs and catalyze federal and private investment.
- State clean water funding should support the technical staff needed to get funding on the ground and for monitoring.
- Statistics on the economic and quality of life values clean water provides; Vermont Outdoor Recreation Economic Collaborative (VOREC) may have recent statistics, but they are not likely clean water specific.

Back page:

- Address a variety of issues as in 2018, which makes the action plan relevant to a wider audience, but with fewer words and more/larger images.
- Increased compliance and enforcement.
- Under “Act 64” section, delete last sentence.
- Under “Leading by Example,” should be all publicly-owned buildings and grounds, not just state-owned.
- Expand number of and resources for public access areas.
- VTCAC member names should be smaller.
- Shorter website URL.

Outreach strategy:

- Share additional details that support the action plan via social media, VT Digger, and VTCAC webpage.
- Encourage advocacy groups to more fully utilize action plan.

Additional comments:

- The state’s challenge is to achieve reductions in a variety of sectors, including natural resources, for which there are few regulatory mechanisms. Without that, reductions need to come from regulated entities. Financial incentives to do natural resources restoration projects could help.
- There is a need to advertise what the state’s been doing and to better communicate the outcomes of that work.

Mark Naud will be writing a first draft to be shared at the December 10th meeting.

Jeff Wennberg noted he is unable to attend December 10th.

6. Executive session: Discuss potential VTCAC nominees and identify next steps

Postponed until December 10th.