

Charlotte Conservation Commission
Draft Meeting Minutes
December 12,2017
Charlotte Town Offices
7:00 PM

Members in attendance: Amos Baehr, Krista Hoffsis, Roel Boumans, Susan Blood, Derk Bergquist, Linda Rattimer, Mary van Vleck

Guests: Mel Huff and Jaime Gerlaugh

Motion made and seconded to accept November Minutes - all approved.

Motion made and seconded to accept the minutes for the meeting of the Connectivity Working Group. - all approved.

1) Introduction to Social Marketing - Mel Huff

Mel was the convenor of the Education and Outreach Working Group which worked on a big project last year that she would say was an “artistic success”. The group organized a celebration of the rehabilitation of the Seguin Bridge. The intent was to bring Charlotters together but only 1 person from West Charlotte attended besides people in the CCC and the Selectboard. Why was this? How can we successfully connect with other Charlotters on environmental issues?

Separately there were lots of posts on FPF from people who were Nature lovers but posting in approval of the Town Trail. How do we communicate with them?

In order to change behavior we need to master Social Marketing. Rebecca Brooks lives in Burlington and is a successful Social Marketer - she just retired but has some time to give us. She has run some very successful national campaigns. Mel saw one in action re:Planned Parenthood when she lived in Texas.

Handout from Mel - What Social Marketing Is and Isn't. Education is not very effective in changing behavior which is our goal.

Rebecca is willing to do a presentation for us about Social Marketing. She is also willing to do a training which could involve other groups.

Social Marketing began in the 70's in the health field. In order for it to be effective there needs to be an exchange between different groups who think differently. (see handout)

One of the most successful SM projects happened around the Chesapeake Bay which had a water quality situation somewhat similar to what's happening in Lake Champlain.

We can look at our hopes for change in Charlotte and think about who our audiences are (farmers, birders, people who like to use the lake) - but first we need to get to know them. What are their concerns, what kind of media do they use? This is segmenting the population.

Rebecca can help us choose an achievable goal and define what success would look like. (for example - clustered housing, riparian buffers, transfer in developer rights, increase permeable surfaces, etc.)

Mel mentioned the Vermont Digger forum about cleaning up the lake. One thing they talked about was building Riparian Buffers which is on our long range planning sheet. The event was videotaped. Here is the link to Mike Polhamus' fine summary of the [presentation](#) and another to the [video](#).

Do we want to get involved with Rebecca? She could help us figure out what is achievable.

Fees? Her nonprofit rate is \$150/hr. And 2 hours for the introduction and about \$1200 for a day long event which we could invite other groups to.

Maybe we should go back to our long range plan... although she could help us look at this too. Which of our goals would SM apply to?

Did our long range planning ever get put into a conceptual model? We could see how our goals might affect other goals. Margo Luis approach... Derk will send us an article about this!

Let's put the long range planning on the January agenda in the context of SM so we can get back to Rebecca.

Thanks to Mel!

Derk can do a presentation for us about modeling!

2) Report and next steps from Connectivity Working Group

We will try to get together at Bingham Brook Rd which seems to be a “bottleneck” that wildlife travels through. The next few days will be good for looking for crossings! And deer may not be exactly what we’re looking for but other animals will move in the same corridors.

If we use iNaturalist for sightings it will generate latitude and longitudes which will make the data useful.

We discussed using the significant habitat map. Here is the link to that.

http://www.charlottevt.org/index.asp?Type=B_BASIC&SEC={C7F10145-1108-4543-8F71-1B402F6DEAF2}

3) Miscellaneous Announcements on Local Issues

- Matt Krasnow from the Selectboard has proposed a Municipal Development Procedure for town projects that cost more than \$25,000. Perhaps we can give the Planning Commission and the Selectboard some of our criteria so they know what is important to us.

We need to keep an eye on planning commission meetings to see what is coming up! :) And then we can write a letter with our perspective. There will be a meeting on January 4th that would be good for us to attend.

http://www.charlottevt.org/vertical/sites/%7B5618C1B5-BAB5-4588-B4CF-330F32AA3E59%7D/uploads/PC_Agenda_20180104.pdf

- Town meeting resolution ([350.org](http://www.350.org)) - Requires 140-150 signatures. Anyone really interested in this? Let Amos know!
- Green drinks - Transition Tuesdays - at the Hinesburgh Public House?
- Linda checked out the plans for the Maplefield’s on Rt 7 and Ferry. They seem to be doing the best they can with the site. It is already being used commercially so our feeling is better to build something there than find a new location.

Intro to Jamie Gerlaugh - he moved to Charlotte from Washington DC and has family in Shelburne. His background is in electrical engineering and environmental management. Hes has worked with the Roanoke River partners on a volunteer basis. He now has 13 acres and is getting a wildlife camera!

And in a sad update from Mel Huff, Howard Vermon, a former commission member is in hospice. We all send him good wishes.

Meeting adjourned at 9:05 PM. Next meeting will be January 23rd, 2018.

Minutes by Susan Blood.