

## **Rondout Creek 10/24/18 Meeting Notes: Rondout Municipal Center Room M15**

Recorded by: Jen Epstein, Riverkeeper & Rebecca Martin, Riverkeeper

*AMENDED 11/29/18*

Start time: 4:20 PM

Present: Eric Stewart, Laura Finestone, Sarah *Underhill*, Jen Epstein, Rebecca Martin

### **Regular Business**

1. Notes from September meeting approved.
2. Introductions: Regular membership (see above 'present' list).

### **Upcoming Events**

1. The possibility of the RCWA hosting a "Health of the Rondout" panel during the RVGA buyer/seller annual forum in February of 2019 was tabled.
2. The group discussed time periods for an annual RCWA 2019 Summit. Time periods included March and April or Creek Week. All was contingent on RCWA materials being ready.
3. Another event possibility was to collaborate with Riverkeeper to promote water sampling of the Rondout Creek, to boost awareness and potential membership.

### **Old Business**

1. **Guiding Document.** The RCWA Steering Committee has many openings still. Every community but Marbletown is open needing commitments.
2. **Project Committees: Communications.**
  - a. **Articles:** Laura Finestone will reach out to Adriana Magana to see if she is still interested to work with her on writing/submitting articles. A simple way to make submissions to papers could be to find old photographs (dams/cottages/etc.) with captions as a contribution to local papers to maximize the RCWA's current limited capacity. Other ideas included creating a series of posts that frame a problem in the Rondout Creek watershed, and ask questions that inspire the public to participate. Laura volunteered to create the RCWA gmail calendar's first layer "Communications" to map out significant dates/holidays to sync with article releases. Social Media campaign can be the next step. Bosch Purvis has created a RCWA Instagram account that could be used in the new year.
  - b. **Brochure.** Jack Griffo is going to help the RCWA with maps, as John Mickelson is not available to do it. Jen Epstein thinks we should include design cost in the draft budget just in case we need more design work to be done. Eric

gave an update on the design and printing costs. Marian (the designer) is \$50 per hour. The following costs are approximate. If she uses less time, the costs would be less. Design fee: \$1000 for Brochure, \$500 for Logo. Brochure design does not include maps, and if included - would be an additional cost. Printing (Lane Press, Albany): 2000 for \$670; 3000 for \$740; 5000 for \$860. *The group discussed* sending a letter to all 14 mission area communities to kick in approx \$200 - \$250 for brochure creation. Other resources could be the DEP, UC Dept. of Environment, and private donors. The logo is needed first in order to compose letters to send out by January with a budget to show the costs. Riverkeeper to discuss internally about becoming fiscal sponsor.

- c. **Social Media/Website.** The RCWA has a new email address: [rondoutalliance@gmail.com](mailto:rondoutalliance@gmail.com). Dan Shapley recommended that the group include a social media plan to outline its scheduled release of articles. The plan could be added as its own tab in the Communications Document [VIEW](#). INSTAGRAM handle being held: RondoutAlliance. Further discussion tabled until next meeting when Matt/Bosch are present.
3. **Project Committees: Riparian Zone Planting.** The group nominated Andrew Faust as a member of the committee. Committee to reach out to Beth Roessler re: Mapping project of Tft Rondout Creek Riparian plantings.

### New Business

1. **2019 RCWA Meeting Schedule.** The group tabled setting up 2019 meeting dates until more of the group was in attendance in November. Riverkeeper can provide a certificate of insurance for next year when meetings are held at the Rondout Municipal Center. Jen Epstein recommended moving the meeting around (finding alternate locations) to accommodate others in the different parts of the Rondout Creek watershed.
2. **Ulster County EMC.** Sarah Underhill announced the RCWA at a recent Ulster County EMC meeting, relaying that we were looking for members in downstream towns. Laura Finestone asked when we could attend to make RCWA presentations. Rebecca Martin suggested that the group outreach to CAC's/ECC's in the RCWA mission area communities first to share the formation of the group, and request membership support and other resources, who could also advise their town boards/councils of the RCWA work. Laura said that Hank Alicandri is interested in rekindling an intermunicipal agreement for the watershed.
3. **RCWA Watershed Plan.** Jen Epstein suggested that at one of the RCWA's upcoming 2019 meetings, the group read the Watershed plan together.

5:20pm - Meeting adjourned.