

**Ashokan Education and Outreach Committee Meeting**

**Date: 12-7-2011**

**Time: 1:00PM-3:00PM**

**Location: AWSMP Office, Phoenicia, NY**

*In Attendance:*

Bob McCormack, Cornell Cooperative Extension  
Brent Gotsch, Cornell Cooperative Extension  
Diane Galusha, Catskill Watershed Corporation  
Chris Baltz, Shandaken Rotary  
Arthur Zaczkiwiz, Cornell Cooperative Extension  
Robin Worcester, Greene County Soil & Water Conservation District  
Elizabeth Higgins, Cornell Cooperative Extension  
Danny Davis, NYC Department of Environmental Protection  
Michelle Yost, Greene County Soil & Water Conservation District  
Dave Channon, Local Artist (Shandaken Kiosk Committee)  
Alma Rodriguez, Cornell Cooperative Extension  
Aaron Bennett, Ulster County Department of the Environment  
Mary McNamera, Lower Esopus Working Group (Woodstock)

**Group Introductions**

**Announcements/Updates:**

Cornell Cooperative Extension of Ulster County Youth Development is looking for volunteers for its development committee. They are looking to do more programs in schools. They try to help match 4-H groups to volunteer opportunities because they help build good habits/character and they need them for school. Students are also actively seeking those opportunities. May look to partner with them for a stream clean-up or similar project. 4-H groups include children ages 8-18.

Greene County Soil & Water has written a flood publication outreach document that is West-of-Hudson (WHO) wide. It incorporates stream management, dredging etc. They have attended and hosted a number of education events. There will be an event in Schoharie in May 2012. In summer of 2012 (usually first Saturday in August) Bataviakill Stream Celebration. 6<sup>th</sup> year of the watershed summit. Focus is on flood recovery. Wayne Tierny is the keynote speaker. Event set for January 21<sup>st</sup> at the Hunter school. The US Forest Service will also be having a culvert design training.

Ulster County Department of the Environment has had its 2<sup>nd</sup> Annual Creek Week festivities at the end of September this past year. All-in-all it was successful considering the damage that Hurricane Irene and Tropical Storm Lee caused. The County Planning Department held a seminar on wetlands at SUNY Ulster. The next seminar will be on climate change and will be held in May/June 2012. Ulster County has finished and is publicizing its REConnect map online.

Cooperative Extension of Ulster County is hosting a bus tour on December 9 for legislative officers. Planning for the next Catskill Research Conference is beginning. Will be held in 2012 and include representatives from DEP, DEC and Olive Natural Heritage to name a few. Event will be held around November 2012. Is also planning on partnering with the Ashokan Center for a "Meeting of the Minds" program to be held in February 2012.

DEP recommends that each basin in the WOH develop a post-flood response especially with regards to debris management. This protocol should follow the stewardship principals outlined in the action plan. Also emphasized the need to develop a guide for post-flood emergency stream work for highway departments, contractors, etc. DEP has lots of documentation including aerial photos and videos.

CWC has \$2.5 million allocated to perform debris removal. Funds will be distributed to county soil and water conservation districts. On March 22 (23<sup>rd</sup> snow date) there will be a workshop for emergency officials to help them prepare future emergency action plans.

Town of Shandaken is developing a kiosk project. Kiosks will be displayed in various locations of town and showcase cultural, business, and environmental attributes of town. Ulster County Music and Arts festival will be held January 7-17 2012.

Town of Woodstock is holding a wetlands and stewardship law in Woodstock. Would like to see school groups, especially urban schools such as those in Kingston, do work in the watershed to increase environmental awareness. Also is partnering with Woodstock Land Conservancy.

AWSMP is holding its annual Watershed Conference on April 21, 2012. Will be held in the Bearsville Theater in Woodstock, NY from 8AM to 4PM. AWSMP E&O staff are going to every Town Council, Planning Board, and Zoning Board of Appeals to advertise the conference. Also discussed our newsletter, our factsheets, and our upcoming training for contractors who do work in the stream which should be held late January/early February. It was suggested we reach out to Sarah Miller and Rocky Powell as potential keynote speakers. Also consider reaching out to the Watershed Agricultural Council, in particular their forestry council to utilize similar practices in our own BMP manual.

### **Ashokan Watershed Education & Outreach Efforts:**

Research by Arthur Zaczkiwitz found that AWSMP is currently generating a lot of content for our website and our facebook page, however, we do not have a clear strategy for how to disseminate that content. We should ask the questions:

1. Who's your audience?
2. What do they need to know?
3. What content do we create?
4. How is it delivered?
5. How do you repurpose your content for other objectives?

Suggested that we use our press releases as an archive. On facebook have them come back to the website instead of sending them away from it. Consider other forms of content other than a

physical newsletter. Use survey monkey to see what people would like to see as content of a newsletter. Frontload the website.

It was suggested to do some advertising at Belleayre, in particular during the ski season to increase visibility especially among 2<sup>nd</sup> homeowners. Have them put a link to our website from their own website. Also suggested that we put a flier for the program in the Towns' tax bill.

How do you interact with towns who are part in and part out of the watershed?

It was suggested that we focus on a theme/media outlet for a year to see results.

It was suggested that we focus on communications in lieu of electronic connections (i.e. much of our coverage area has no cell phone service, which means no smart phones or wi-fi and many residents are older and do not have high speed internet access).

It was suggested that we have a yearly stream celebration such as a BBQ. Use the model or Clearwater's "Arm of the Sea."

Analyze why the previous incarnation of the Youth Stream Stewards did not work. Keep a special youth conference separate from other conferences.

Understand that transportation is an issue. Even in the city of Kingston, public transportation is not all that great and it may be difficult to get people to come to certain events, especially if they are reliant on public modes of transit.

Think about the "Cool School After School Program" [Francesco Warrens] PTA

- Partner with PTA

- Recreation Programs?

- Catskill Interpretive Center

Youth need something physical that they can hold onto such as a patch/merit badge that they can take home—a memento of some sort.

It was suggested that we continually do reminders of recommendations in the stream management plans to keep us on track and focused.

### **Future Actions:**

Next meeting is tentatively set for March 7, 2012 in the afternoon. Will send out a doodle poll closer to the date to see if folks are available.