

**Local Leadership Workgroup Quarterly Meeting
Meeting Agenda**



Date: November 6, 2019

Time: 10:00 a.m. to 3:00 p.m.

Location: Harrisburg Area Community College - Gettysburg, PA Campus

Webinar: <https://zoom.us/j/327780826>

Conference Line: 929-205-6099

Meeting ID: 327-780-826

Meeting Page: https://www.chesapeakebay.net/what/event/local_leadership_workgroup_meeting_november_2019

*Please note Zoom is a new webinar system. To enter the webinar, please open the webinar link first. After opening the webinar, either elect to join via computer audio or via phone call. If you select phone, you will be prompted to dial the conference line, meeting ID and participant ID. Please ensure you enter the participant ID, otherwise you will be taking two spots on the webinar. This could prevent other participants from joining the call.

Agenda Item, Discussion Lead and Desired Outcome	Time	Materials, Notes, Action Items
Welcome and Introductions (Discussion Lead: Matt Pennington, Chair) Introductions New Workgroup Members Review Local Leadership Outcome: <i>Continually increase the knowledge and capacity of local officials on issues related to water resources and in the implementation of economic and policy incentives that will support local conservation actions</i>	10:00am – 10:15am	Materials:
Build Relationships Welcome from Local Elected Official: Dan Moul, State Representative Jacob Schindel, Gettysburg City Council	10:15am – 10:30am	Materials:
Understand the Needs Trusted Source Spotlight: Les Knapp, Maryland Association of Counties	10:30am – 10:45am	Materials:
Discover and Vet Content Review Tree Canopy Resources (Matt Pennington) (MA 1.3) Provide Feedback on Non-Environmental Benefits Toolkit (Rachel Felver)	10:45am – 12:15pm	Materials:

Lunch	12:15pm – 12:45pm	Materials:
Discover and Vet Content NFWF Field Liaisons (Jake Reilly) Watershed 101 Handbook and Modules (Laura Cattell Noll) <i>(MA 2.1)</i>	12:45pm – 1:30pm	Materials:
Delivery Method LLWG Capacity (Matt Pennington) <i>(MA 1.1)</i> 2020 Conferences (Laura Cattell Noll) <i>(MA 1.2)</i>	1:30pm – 2:15pm	Materials:
Celebrate Successes Stormwater 101 Panel at PSATS conference (James Wheeler)	2:15pm – 2:30pm	Materials: <ul style="list-style-type: none"> Stormwater Management 2.0, Presentation
Business Meeting Update on Logic and Action Plan (Laura Cattell Noll) LLWG 2020 Dates and Meeting Locations (Chantal Madray) <ul style="list-style-type: none"> February 11, 2020 May 12, 2020 August 25, 2020 November 18, 2020 	2:30pm – 2:50pm	Materials:
Wrap-up and Adjourn (Matt Pennington)	2:50pm – 3:00pm	Announcements: Next Meeting: Tuesday February 12, 2020

JULY 10, 2019 - Actions and Decisions

Process: How can we do this?

- The Workgroup discussed a proposed process for meeting the Chesapeake Bay Program Local Leadership Workgroup outcome based on 5 key steps:
 - Build relationships with trusted sources, peers and local, state and federal partners
 - Understand the local priorities and opportunities for synergy with Watershed Outcomes
 - Develop a database of valuable resources and content
 - Identify delivery methods
 - Share and celebrate successes.
- Workgroup members offered suggestions on trusted sources, materials for the database and potential delivery methods.
- Action: Reach out to key trusted sources to build relationships. The Coordinator will follow-up with workgroup members individually. *In progress (MD, VA, D.C. and WV complete NY, PA and DE in Nov.-Dec.)*
- Action: Create online sharing platform for reviewing and vetting resources. The Coordinator will create the platform and share with Workgroup members. *Will review/vett resources at meetings*
- Action: Workgroup members upload and review resources. *Complete*
- Action: The Coordinator will compile list of potential delivery methods. *Complete (Trusted Sources Conferences for 2020)*

LLWG Workplan Review

- The Workgroup discussed the LLWG workplan and progress to date on all outcomes:
 - 0.1 establish baseline and measure progress
 - 1.0 Develop, enhance and expand leadership and training programs
 - 2.0 Improve transfer of knowledge to local elected officials.
- Action: the Coordinator will share previous resources with the Workgroup, including the EcoLogix Group Report titled *Strategic Outreach Education Program for Local Elected Officials in the Chesapeake Bay Watershed*, the Environmental Leadership Strategies report titled *Chesapeake Watershed Local Leadership Development Programs* and the SpitFire Communications Toolkit. *Complete*

Elected Officials Watershed Handbook Project

- The Workgroup reviewed and discussed the draft outline of the watershed guidebook for elected officials.
- The Workgroup reviewed and discussed the draft outline of the tree canopy guidebook for elected officials.
- University of Maryland Environmental Finance Center MOST Center staff gave an overview of a proposed video project that will offer short videos on local priorities for elected officials and asked for feedback from the workgroup.
- Action: Workgroup members will provide any additional feedback via email. *Complete*

How to Consolidate CBP Outcomes Requiring Local Engagement

- Chesapeake Bay Program staff gave an overview of the CBP Local Engagement Strategy, which focuses on two keys: 1) partnering with trusted sources to distribute resources and 2) translating bay program content into language that highlights local priorities. Of the 31 CBP outcomes, 29 of them need to engage with local governments.

Benefits Beyond the Environment Communications Toolkit

- CBP Communications Workgroup representatives gave an overview of the draft non-environmental benefits communications toolkit which includes:
 - a top 10 benefits document
 - a spreadsheet of case studies
 - testimonial success stories

- internal talking points