

Local Leadership Workgroup Quarterly Meeting Meeting Agenda



Date: February 11, 2020

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

Location: Metropolitan Washington Council of Governments (COG), 777 North Capitol St., NE, Suite 300
Washington, DC 20002

Webinar: <https://zoom.us/j/387222080>

Conference Line: 929-205-6099

Meeting ID: 387-222-080

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

*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 Introductions <i>Matt Pennington, Chair</i> Update on Logic and Action Plan <i>Laura Cattell Noll, Coordinator</i>	10:00am – 10:15am	Materials: <ul style="list-style-type: none"> Logic and Action Plan - Feb 2020
Build Relationships Welcome from Local Elected Official <i>Councilmember Jon Stehle, City of Fairfax</i>	10:15am – 10:45am	
Understand the Needs Trusted Source Spotlight <i>Jessica Trimble, Center for Local Government Services</i>	10:45am – 11:15am	Materials: <ul style="list-style-type: none"> Powerpoint
Discover and Vet Content Process for Vetting Content <i>Matt Pennington, Chair</i> Update on Watershed Educational Materials Contractor <i>Chantal Madray, Staffer</i>	11:15am – 11:45am	Materials: <ul style="list-style-type: none"> Proposed Process for Vetting Content
Lunch	11:45am – 12:30pm	

Delivery Method Planning for 2020 Trusted Source Conferences <i>Laura Cattell Noll, Coordinator</i> Wandering Maryland's Waterways - Bus Tour <i>Laura Cattell Noll, Coordinator</i>	12:30pm – 2:00pm	Materials: <ul style="list-style-type: none"> ● Planning for 2020 Conferences (powerpoint) ● Draft <i>Wandering Maryland's Waterways</i> Itinerary
Celebrate Successes Municipal Online Stormwater Training (MOST) Center and Maryland Black Mayors (MBM) <i>Natalia Sanchez, Environmental Finance Center</i> Maryland Association of Counties (MACo) Panel <i>Patti Bubar, Montgomery County Department of Environmental Protection</i>	2:00pm – 2:30pm	Materials: <ul style="list-style-type: none"> ● MOST/MBM Powerpoint
Business Meeting Selecting a Vice Chair <i>Matt Pennington, Chair</i> LLWG 2020 Dates and Meeting Locations <i>Chantal Madray, Staffer</i> <ul style="list-style-type: none"> ● May 12, 2020 (Prince George's County, Department of the Environment Room 140 1801 McCormick Drive, Largo, MD 20774) ● August 25, 2020 (TBD) ● November 18, 2020 (TBD) 	2:30pm – 2:50pm	
Wrap-up and Adjourn <i>Matt Pennington, Chair</i>	2:50pm – 3:00pm	Announcements: Next Meeting: Tuesday May 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. *Complete (maintain relationships PA, NY, DE, MD, VA, WV)*
- 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 and internal talking points

November 6, 2019 - Actions & Decisions

ACTION: **Laura Cattell Noll** will compile tree canopy resources rating sheets and share with workgroup members. *Complete*

ACTION: **Laura Cattell Noll** will draft process for nomination of existing content and approving content to share at next LLWG meeting. *In Progress*

ACTION: **Chantal Madray** will share the link to these resources on the Communications Workgroup page with the LLWG. *Complete*

ACTION: Once the link to the above-mentioned resources are shared, **Local Leadership Workgroup Members** will review the resources and direct feedback to Rachel and Deb. Questions to ask while reviewing: Is anything is missing that should be included? How should this information be disseminated to community leaders? *Complete*

ACTION: **Chantal Madray** and **Laura Cattell Noll** will coordinate with NFWF and trusted sources to identify opportunities to invite liaisons to meetings/get them on the agenda. *Complete* (connected Liz Feinberg with at least 7 trusted sources, covering all jurisdictions)

ACTION: **Laura Cattell Noll** will create and share survey with LLWG members to assess capacity for conference panels/presentations. *Complete*

ACTION: **Laura Cattell Noll** will add cut-off dates and estimated costs to the list of 2020 conferences. *In Progress*

ACTION: **Chantal Madray** and **Laura Cattell Noll** will ask GIT 6 for input on recognizing LLWG members. *In Progress* (CM add to GIT 6 agenda)