

**Local Leadership & Communication Workgroup Joint Meeting  
Meeting Agenda**



**Date:** May 12, 2020

**Time:** 9:00-10:00 a.m. LLWG and 10:00- 12:00 p.m. Joint with Comms Workgroup

**Location:** Conference Call

**Webinar:** <https://zoom.us/j/285309432?pwd=UG5kam9yMTRBQ1RVZHQ5K3hod2c0Zz09>

**Conference Line:** 1-929-205-6099

**Meeting ID:** 285-309-432

**Password:** 299385

**Meeting Page:** [https://www.chesapeakebay.net/what/event/local\\_leadership\\_workgroup\\_meeting\\_spring\\_2020](https://www.chesapeakebay.net/what/event/local_leadership_workgroup_meeting_spring_2020)

\*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. If you enter by computer, you may be prompted to enter a password (although the link should take you directly to the meeting).

<b>Agenda Item, Discussion Lead and Desired Outcome</b>	<b>Time</b>	<b>Materials, Notes, Action Items</b>
<b>Welcome and Introductions</b>  Introductions <i>Matt Pennington, Chair</i>  Update on Logic and Action Plan <i>Laura Cattell Noll, Coordinator</i>	9:00 - 9:10 am	<b>Materials:</b> <ul style="list-style-type: none"><li>● Logic and Action Plan - May 2020</li></ul>
<b>Vice Chair Nomination</b>  Update on Vice Chair Nomination <i>Matt Pennington, Chair</i>	9:10 - 9:30 am	
<b>Update on Trusted Sources Conferences</b>  <i>Laura Cattell Noll, Coordinator</i>	9:30 - 9:45 am	<b>Materials:</b> <ul style="list-style-type: none"><li>● Status of 2020 Conferences</li></ul>
<b>Possible Newsletter for Watershed Local Governments</b>  <i>Ola Davis, Alliance</i>	9:45 - 10:00 am	<b>Materials:</b> <ul style="list-style-type: none"><li>● Powerpoint</li></ul>
<b>Introduce Communications Workgroup</b>  <i>Matt Pennington, Chair</i> <i>Gregg Bortz, Chair</i>	10:00 - 10:10 am	

<b>Local Engagement Needs and Resource Assessment</b>  <i>Laura Cattell Noll, Coordinator</i>	10:10 - 10:40 am	<b>Materials:</b> <ul style="list-style-type: none"> <li>• Powerpoint</li> </ul>
<b>Update on Cross Outcome Watershed Educational</b>  <i>Paula Jasinski, Green Fin</i>	10:40 - 11:10 am	<b>Materials:</b> <ul style="list-style-type: none"> <li>• Spreadsheet</li> <li>• Presentation</li> </ul>
<b>Chesapeake Bay Awareness Week</b>  <i>Rebecca Chillrud, CRC and Heidi Bonnaffon, MWCOG</i>	11:10 - 11:40 am	<b>Materials:</b> <ul style="list-style-type: none"> <li>• Powerpoint</li> </ul>
<b>Open Discussion and Closing</b>  <i>Rachel Felver, CBP/Alliance</i>	11:40 am - 12:00 pm	<b>Announcements:</b>  <b>Next Meeting:</b> August 25, 2020 (hopefully) in West Virginia

## **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)