Local Leadership Workgroup Meeting

Wednesday, July 10, 2019
10:00 a.m. - 3:00 p.m.
Location: Frederick County Public Safety Training Facility
8349 Reichs Ford Rd, Frederick, MD 21704
Meeting Page: Local Leadership Workgroup Meeting - July 2019

Workgroup Attendees:
Andy Fellows, University of Maryland National Center for Smart Growth
Ben Alexandro, League of Conservation Voters
David Wood, Chesapeake Stormwater Network
Don Phillips, Local Government Advisory Committee
Jen Cottings, University of Maryland Environmental Finance Center
Jennifer Starr, Alliance for the Chesapeake Bay
Jessica Trimble, Pennsylvania Department of Community and Economic Development
Jim Sullivan, Delaware Representative
Josh Bollinger, University of Maryland Harry Hughes Center for Agro-Ecology
Julie Mawhorter, Forest Service
Kate Fritz, Alliance for the Chesapeake Bay
Laura Cattell Noll, Alliance for the Chesapeake Bay
Mark Hoffman, Chesapeake Bay Commission
Martha Narvaez, University of Delaware
Matt Pennington, West Virginia Representative
Megan Lehman, Pennsylvania Representative
Michelle Gowdy, Virginia Municipal League
Ola-Imani Davis, Alliance for the Chesapeake Bay
Pam Shellenberger, York County Planning Commission
Pat Calvert, Virginia Conservation Network
Phil Stafford, Maryland Representative
Rick Vilello, Pennsylvania Department of Community and Economic Development
Shannon Moore, Frederick County

Guests:
Caitlyn Johnstone, Chesapeake Bay Program
Carin Bisland, Chesapeake Bay Program
Deb Klenotic, Pennsylvania Department of Environmental Protection
Julie Mawhorter, Forest Service
Kristin Saunders, University of Maryland Center for Environmental Science
Medessa Burian, University of Maryland Environmental Finance Center
Nora Jackson, Chesapeake Research Consortium

Rachel Felver, Chesapeake Bay Program
Renee Thompson, Chesapeake Bay Program
Tuana Philips, Chesapeake Bay Program

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.
- Action: Create online sharing platform for reviewing and vetting resources. The Coordinator will create the platform and share with Workgroup members.
- Action: Workgroup members upload and review resources.
- Action: The Coordinator will compile list of potential delivery methods.

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.

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.

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