



Town of Ashland

MASSACHUSETTS

Stormwater Advisory Committee

Minutes of June 11, 2020 Meeting

Location: Online Meeting via Zoom

Members Present: Robert St. Germain, Jeanne Walker, Leah Lester, Brian McGrattan, Maeghan Dos Anjos (ex-officio), Evan White (ex-officio)

Members Absent: Ned Breed

Public / Non-members Present: Brandi Kinsman, Ashley Place, Nancy Littlefield, Barbara B (?), Nick Iarussi, Carol Glen, Rob Slowik, Greg Lueders, Michael Callendar, Galaxy Sp (?)

Meeting opened at 7:09pm

Communications Strategy

Ashley Place, Communications and Cultural Coordinator for the Town of Ashland, introduced herself to the committee. Ms. Place described her role as taking input from committees and placing communications in the appropriate media. She suggested that someone on the committee coordinate messaging and scheduling and *laissez* with her. Key questions the committee should address are what messages we are trying to provide, how we can best reach our target audiences and who will do the work.

The committee entertained the possibility of adding an associate member to the committee to aid with communications. Mr. McGrattan suggested that we reach out to the Marketing Department at Framingham State University to take on a senior thesis project establishing a communications strategy and plan. Mr. McGrattan will reach out to Framingham State University to gauge its interest in assigning an intern to assist the committee with messaging.

Waushakum Policy

Several members of the public attended the meeting to express concern for the ongoing phosphorus pollution and water quality deterioration at Waushakum Pond. Mr. St Germain provided an overview of the responsibilities of SWAC to advocate for assistance through sponsorship and funding, to support determination of phosphorus levels in the pond, but noted that the committee has no authority to act or treat the existing pollution in the pond. Mr. White noted that under the MS4 we must come up with a control plan to create structural BMPs for water entering the pond from Ashland. We also must map the watershed and to educate property owners within the watershed. There was strong consensus on this and the need to communicate this consensus to the Town Manager. The consensus of the committee was to sponsor but not pay for activities related to resolving the phosphorus problem.

Mr. Iarussi offered to host any members of the committee wishing to tour the pond.

Updates

Ms. Walker reported that the community tent at the Farmer's Market is not going to be available this year due to the restrictions related to the COVID-19 pandemic. Each organization may provide three to four sentences describing its organization's mission for the Farmer's Market web site.

Previous Minutes

Motion to accept minutes of May 11, 2020 as amended. Approved 3-0-0.

Bylaws and IDDE Changes

Mr. St Germain made some modifications on the Operations and Maintenance concerning implementation. Discussion was tabled to the next meeting.

Letter to Conservation Organizations

A draft letter to Conservation Organizations concerning the application or waiver of the stormwater fee was described. (In an earlier meeting, the committee decided that the organizations' requests for exemption was denied.) The committee agreed by consensus that the letter was appropriate and acceptable as amended.

Next Meeting

Thursday, July 9, 2020 (Online Meeting via Zoom) at 7:00 pm.

Adjournment

A motion was made and seconded to adjourn the meeting and was approved 3-0-0.

Meeting adjourned at 9:01 pm.

Documents Referenced

- June 11 posted agenda
- May 12 draft minutes
- draft letter to Michael Herbert regarding Waushakum funding
- draft letter to conservation organizations regarding stormwater fees
- draft proposal regarding O&M reporting bylaw/regulation changes
- Communication Plan outline prepared by Ashley Place