Preliminary discussion about committee member roles and Committee Chair having responsibility to lead meeting. Stormwater Program Coordinator is permanently designated committee member per ordinance. A quorum to allow for decision making is generally understood as majority of committee members, which for the PMAC is 4 (since total committee is comprised of 7 members).

1. REVIEW 2/6/17 MEETING NOTES

   Meeting notes approved.

2. REPORT ON 3/1/17 MELNA MEETING

   a. Feedback from attendees
      • Need to pitch ordinance with positive rather than negative message (start with what the ordinance will allow rather than what it won’t allow).
      • Need to focus on lists.
   b. Suggestions on informing public & businesses on ordinance implementation timeline
      • Need to inform public & landscaping professionals ASAP about impending ordinance implementation so they know what to expect (e.g., what can be used and reference to web page, FAQs, OMRI list, etc.).
        o Julie and Fred will look into developing mailer to go out with tax bills in May.
      • Consider involving MBPC (Mary Tomlinson now contact as Henry Jennings left recently).

3. UPDATE ON EDUCATION & OUTREACH PROPOSAL

   a. Staffing changes at CCSWCD: Project Manager Jami Fitch off indefinitely to deal with family illness.
   b. CCSWCD team meeting: Julie and Fred will meet with CCSWCD staff assigned to project to make sure there’s a common understanding for project scope and City’s expectations.
c. CCSWCD will be attending the 4/10/17 meeting to provide overview of E&O plan and to take feedback / guidance from PMAC.

4. PMAC ACTIVITIES PRIOR TO E&O PLAN COMPLETION

Preliminary discussion about importance of identifying key audiences (e.g., homeowners, businesses / retailers, etc.). It will be complicated / difficult to deliver training to large retailers like Home Depot.

a. Fliers / announcements: Julie & Fred will develop mailer for May tax bills.
b. Public access TV: Julie & Fred will work with SPCTV to develop video that provides ordinance overview.
c. Local news media: will use City Clerk’s contact list to promote PMAC activities as needed.
d. Attendance at SPCC’s 4/26/17 Community Stream Forum (“Brooks to Bay”): PMAC will consider having committee member(s) participate provided print materials (and possibly display) are ready in time for event.
e. Other Items:

TO DO LIST
- Develop list of print / display materials to have ready for distribution for various events (3/16 meeting @ 4pm: JO, CC & AM; JO & JR will investigate display booth options).
- Ask about having Julie and/or Fred attend Maine Garden Show (JO).
- Identify other upcoming events / venues for Julie and/or Fred to attend and provide ordinance overview (JO & MH).
- Continue refining / developing website with updated information and request review by PMAC (JR & FD).
- Develop “benchmarking” criteria starting this spring: ref. to Cornell model; Parks & Rec will be doing soil testing & training with (Osborne Organics / Beyond Pesticides?); SMCC would be good benchmarking location (unassigned).
- Need to begin thinking about types of waivers we’ll be getting based on most commonly experienced problems (e.g., grubs, crab apple trees, etc.); might also be worth considering responses for unintended consequences associated with ordinance implementation (unassigned).

5. OTHER ITEMS: none

6. NEXT MEETING(S) / ADJOURNE

- APRIL MEETING: will be held on 2nd Monday of month (4/10/17)
- MAY MEETING: will return to 1st Monday of the month (5/1/17)