

PACD Education and Outreach Committee Meeting
Held Virtually
July 13, 2020 | 10:00-11:00 a.m.

MINUTES

Committee Chair Laura Anderson

Committee members in attendance: Laura Anderson, Bill Clouser, Jody Groshek, Emma Grubbs, Joan McCarty, Sharon Pletchan, Kelly Stagen, Ted Veresink, Cathy Yeakel

Guests in attendance: Brenda Shambaugh, Adam McClain, Wendy Kedzierski, Wendy McRoberts, Shannon Wehinger (notetaker)

The meeting was called to order at 10:02 a.m. There was a quorum.

Welcome and Introductions (Chairperson)

Committee chair Laura Anderson welcomed everyone to the meeting.

Approval of January 2020 Meeting Minutes

The minutes of the previous meeting on January 22, 2020 were provided to members for review.

It was moved by Kelly Stagen and seconded by Ted Veresink to approve the minutes of the previous meeting on January 22, 2020. Motion carried.

PACD Updates

Shannon Wehinger provided an update from PACD on the PSATS, Ag Progress Days, and Farm Show events. The PSATS event is being held virtually through online sessions starting in June and running through the end of August. As a result of being held virtually, there was not a conservation district booth. Ag Progress Days was cancelled. For the 2021 Farm Show, NRCS will allow the conservation district booth to share their booth space again if PACD decides it is safe to have our volunteers at the Show.

Shannon also talked about PACD's Public Service Announcement (PSA) on native plants. The PSA was distributed to districts to share with their local radio stations. Also, an animated explainer video was created to share via social media. It was shared by



several partnering organizations and currently has 481 views. The video was played for the committee.

PACD plans to create another PSA for the fall on fertilizing lawns. The suggestion was made to make the next video more diverse.

Education & Outreach Efforts during COVID-19

The group shared what is working for districts to reach constituents virtually.

Most districts reported similar outreach through videos, webinars, and sharing on social media. Some districts are planning to stay virtual through February. Districts were encouraged to share each other's resources and share outreach efforts.

It was reported that the Envirothon is meeting next week to talk about the program for this year. There is a new Envirothon app in the works that will be ready for next year.

Staff will look into having PACD software specialist, Nick Yeagy, give a "how-to" webinar on creating videos for conservation districts that are producing content. Districts are encouraged to communicate ideas and needs on educational topics to PACD.

Sharon Pletchan was asked to share more about Northampton's Youth Watershed Stewards Program at a future meeting when more information is available.

New Business

PACD received a \$3,000 DEP Environmental Education (EE) grant to make 3 template signs for districts to use to educate the public on watershed projects.

PA Envirothon also received a DEP EE grant. PACD is working with Lorelle on ideas for partnering on a grant for the next round of DEP EE grants.

Adjourn

It was moved by Kelly Stagen and seconded by Ted Veresink to adjourn the meeting.

Motion carried. The meeting was adjourned at 10:45 a.m.

