

**PACD Education and Outreach Committee Meeting  
Toftrees Golf Resort, State College, PA  
January 30, 2019 | 11:15a.m.-12:15p.m.**

**MINUTES**

*Committee Chair Laura Anderson, Wyoming County Conservation District*

*Committee members in attendance:* Laura Anderson, Bob Robinson, Kelly Stagen, Jody Groshek, Sharon Pletchan, and Cathy Yeakel.

*Guests in attendance:* Nancy Corbin, Charles Hanner, Katie Doster, Lynn Sick, Holly Miller, Mary Ann Bower, Susan Marquart, Bill McFadden, Sonia Wasco, Amy Brown, and Shannon Wehinger (notetaker).

The meeting was called to order at 11:18 a.m. There was a quorum.

**Welcome and Introductions**

Committee Chair Laura Anderson welcomed everyone to the meeting.

**Approval of July 2018 Meeting Minutes**

There was a quorum present to approve the minutes.

The minutes of the previous meeting on July 17, 2018 were provided to members for review.

*It was moved by Bob Robinson and seconded by Kelly Stagen to approve the minutes of the previous meeting on July 17, 2018. Motion carried.*

**Farm Show Wrap-Up**

Shannon Wehinger provided an update on the 2019 Farm Show. The conservation district booth was co-located with the NRCS booth. This arrangement worked well. Volunteers from the conservation districts spoke with almost 300 people from 47 counties in Pennsylvania, as well as individuals as far away as Connecticut and New Brunswick, Canada.

**Available PACD Grants**

Amy Brown and Shannon Wehinger provided an update on currently available PACD grants. Amy is working with the CREP mini-grant program. This program has a round

currently underway with 14 projects being funded. The new round of CREP mini grants will open mid-February. It will be \$2,500 per mini-grant. She also runs the buffer grant program we have with DCNR. Currently \$82,785.53 out of \$250,000 and another \$451,000 is available to be spent in the next round.

Shannon runs the Manure Management Manual and Chapter 102 Compliance Workshops Mini-grant Program. Currently 31 districts have applied and received grants. There is approximately \$14,000 left for districts that have not applied. The deadline is tomorrow. After tomorrow, those remaining funds will be available to districts who want to request more funds. Simply send Shannon an email to start this process.

She also administers the Nonpoint Source Pollution Prevention Educational Mini-grant Program. The current 2018-19 round funded 43 projects totaling over \$70,000. For the 2019-20 round, normally Shannon would have opened it up for applications this month but we have not received our contract with DEP so we can't start accepting applications until that contract is in place.

### **Shared Photo Database Update**

Shannon Wehinger reported that the Photo Database is up and running. So far 17 people have completed the terms of service and were sent the link to access the database. There have not been any new photos uploaded to the database.

### **PACD Project Promotion Toolkit**

PACD held a webinar on January 15 to introduce conservation districts to a series of templates developed in conjunction with Water Words That Work to help districts promote their projects.

The toolkit was developed with the intention that all district staff could use it to promote the good work of conservation districts even if there isn't a communications person on staff.

The toolkit covers an on-the-ground stream restoration project, a post-project tour, and a new staff person being hired.

Specifically, the toolkit includes each of the following items for each of the three topics mentioned above:

- Press release template
- Media advisory template
- Newsletter article template
- Social media template

These templates are available on the PACD website for conservation districts to adapt



and use to promote their projects throughout the year!

**New Business**

The Communication webinars are up and running. Space is available in all of the remaining webinars. Shannon will find out if the recorded webinars could be made available for new staff as they are hired throughout the year.

**Adjourn**

*It was moved by Bob Robinson and seconded by Cathy Yeakel to adjourn the meeting. Motion carried.*

The meeting was adjourned at 11:37 p.m.

