

Lake Champlain Sea Grant Program Advisory Committee
January 23, 2023
1:00 – 3:00 PM ET
Agenda and Notes

Location: Remote via Zoom

Meeting Goals: Lake Champlain Sea Grant's (LCSG) Program Advisory Committee (PAC) will build awareness of the LCSG staff team and its activities, meet the new Director, and provide input on work planning for 2024-28.

Objectives:

The LCSG PAC will:

- Exchange introductions with one another and LCSG staff
- Meet new Director
- Learn about LCSG fellows
- Advise LCSG on programmatic 2024-28 priorities

Activities

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| 1:00 PM | Welcome and introductions – Kris Stepenuck <ul style="list-style-type: none">- Staff updates- PAC member updates |
| 1:10 PM | Recognizing Breck – Ahren Von Schnell |
| 1:15 PM | Meet New Director – Breck Bowden and Anne Jefferson |
| 1:30 PM | Learn about our fellows – Carolyn Koestner (Ausable River Association), Stephanie Tyski (Paul Smith's College Adirondack Watershed Institute), and Cassie Wolfanger (Vermont Audubon) |
| 1:50 PM | Programmatic updates – Kris <ul style="list-style-type: none">- Strategic plan- 2024-28 budget overview |
| 2:00 PM | Defining our 2024-28 programmatic priorities – break out groups |
| 2:45 PM | Next steps |
| 3:00 PM | Adjourn |

Notes:

In attendance:

PAC members: Ishan Maratha, Dan Albrecht, Eric Howe, Erin Vennie-Vollrath, Gianna Petito, Joshua Brown, Lori Fisher, Chris Navitsky, Mark Malchoff, Melody Mackin, Rebecca Ellis, Sonal Patel-Dame, Ahren Von Schnell, Zoe Smith

LCSG staff, fellows and partnered positions: Kris Stepenuck, Breck Bowden, Anne Jefferson, Aude Lochet, Caroline McKelvey, Carolyn Kostner, Chief Don Stevens, Ashley Eaton, Gary Deziel, Jeff Schloss, Jill Sarazen, Julianna White, Linda Patterson, Marisa Immordino, Nate Trachte, Shari Halik, Stephanie Tyski, Tim Mihuc

1:00 PM Welcome and Introduction to Meeting

- Kris welcomed PAC members, asked them to introduce themselves in the chat and reviewed the day's agenda
- Kris then shared staff updates, as follow:

New staff since last meeting:

- Sarah Noyes, Coastal Resilience Educator in partnership with TNC of Vermont (January 30, 2023)
- Anne Jefferson, Director (January 9, 2023)
- Jeff Schloss (September 2022-August 2023)
- Marisa Immordino, Watershed Alliance Program Assistant (July 2022)
- Carolyn Kostner, Fellow with Ausable River Association (June 2022)
- Stephanie Tyski, Fellow with Adirondack Watershed Institute at Paul Smith's College (June 2022)
- Anna Marchessault (April 2022)

Upcoming departures and retirements:

Departures

- Theo Willis (January 20, 2023)
- Alison Adams (October 2022)

Retirements

- Breck Bowden (December 31, 2022)
- Gary Deziel (February 28, 2023)
- Linda Patterson (April 7, 2023)
- Shari Halik (June 30, 2023)

New PAC members and departing PAC:

New Additions

- Brenda Bergman, TNC (replaces Heather Furman)
- Zoë Smith, Paul Smith's College (replaces Dan Kelting)
- Rebecca Ellis, Ex Officio, Sen Welch's Office (replaces Tom Berry, Sen Leahy's Office)
- Ishan Maratha, UVM student

Stand-ins

- Gianna Petito, VTDEC (serving for Emily Bird today)

Departures

- John Kowal, Clinton Community College (appointed President of CCC)
- Phelan Fretz, ECHO, retired
- Leigh Walrath, Adirondack Park Agency (retired)

1:10 PM Director recognition and transition

Recognizing Breck – Ahren Von Schnell

- Rep. Stefanik read a recognition of Breck's decade plus commitment to LCSG in Dec 2022 into the public record on the House floor. Ahren read this declaration and recognition of his efforts to the group today.

Transitioning Directors

- Breck introduced Anne Jefferson who comes to LCSG from Kent State University.
- Anne thanked Breck for his work in the Lake Champlain basin and wished him a happy retirement
- Anne will be reaching out to get to know the PAC better as she familiarizes herself with Lake Champlain and LCSG partners.

1:30 PM Meet the LCSG fellows

Stephanie Tyski: Adirondack Watershed Institute, Paul Smith's College.

- Stephanie is a Science Communications Fellow. Some examples of her work the past several months:
 - Created Mirror Lake Walking Tour
 - Educational and promotional videos
 - Aquatic Invasive Species Spread game (expected June 2023, working with students)

Carolyn Koestner: Ausable River Association (AsRA)

- Carolyn is a science communications and GIS fellow. Some examples of her work include:
 - Manage all AsRA's communications
 - Coordinates and leads educational programming
 - GIS support

Cassie Wolfanger: Audubon Vermont

- Cassie is a habitat conservation fellow. Some examples of her work include:
 - Implement habitat enhancement best practices
 - Technical reports and grant proposals
 - Works with many partners at different scales

Discussion:

- How do partners get involved in fellowships and how does the process work?
- The request for proposals (RFP) for organizations in the Lake Champlain basin (LCB) to co-host fellows with LCSG will go out later this spring.
- Match at least equal to LCSG contribution (current cycle was \$25,000; may increase due to cost of living)

- Funding to support the fellow is run through the LCSG competitive research program. The National Sea Grant Office (NSGO) requires 30-50% of each Sea Grant program's base funding to go toward competitive research competitions. This is reflected in how the fellows program is run. It is competitive for LCSG to select partner organizations and competitive to select fellows.

2:00 PM Identifying priority LCSG outreach and communications activities for 2024-28

- Thanks to the PAC for input on the 2024-28 LCSG Strategic Plan, which follows the required National Sea Grant format. This was approved in the fall.
- The meeting agenda, LCSG strategic plan, an overview of outreach activities, the Sea Grant Scholars RFP, and the research RFP were sent to PAC members in advance of this meeting for review and meeting preparation.
- To help center the conversation to follow, Kris provided an overview of LCSG mission, cross-cutting principles, ongoing LCSG outreach and communications activities, LCSG DEI goals, input received from 2022 PAC meeting, and the expected annual budget and potential one-time funding opportunities for LCSG for 2024-28.
- The group then was divided into four breakup rooms to offer input about LCSG outreach and communications efforts. They were asked to place activities into quadrants based on their potential to contribute towards reaching the LCSG mission and their alignment with LCSG DEI goals.

2:50 PM Reconvene

- One member from each group reported out on the programs that align most and are most impactful, and ones that are less impactful or less aligned. (full info from each group is available on their jamboard notes that follow)
- We discussed the need for a third dimension of overlap/gaps in work being done by partner organizations.
- Some PAC members would have liked to have felt more prepared for the activity.
- PAC members who wish to further provide input related to LCSG outreach and communications activities are asked to do so via email to seagrant@uvm.edu by February 28, 2023.

Room 1 Notes

January 23, 2023

LCSG PAC Meeting. Facilitator: Aude. Note Taker: Gary

Present: Zoe Smith, Carolyn Koestner, Lori Fisher, Marisa Immordino, Jeff Schloss, Chris Navitsky, Aude Locket, and Gary Deziel.

1. Introductions.
2. Jam Board introduced and the task of highlighting programs explained by Aude.
3. Gary asked whether this activity should be done by PAC members only (and not by LCSG staff who might be biased by their own work).
4. Chris and Lori noted that it would be helpful to have this as homework before, rather than feeling rushed. Lori did not get through the list provided in the summary and so recommended caution not to read much into this. Aude recognized the concern. Please also see comments in chat. Carolyn mentioned that adding metrics for success for each activity would have been helpful. It is hard to determine whether an action is impactful if we don't know how to measure impacts.
5. Low impact and not-well aligned- not much identified. Lori noted that more time needed for critical consideration to opine harshly on topics.
6. Aude reviewed topics listed as "Impactful & Aligned". Aude noted "public trips" having much concurrent agreement. Chris said that we need to bring the public to see what is happening and what is being done for the Basin, including BIPOC, kids, municipal officials, people who don't have the opportunity et cetera. Carolyn saw this "public trips" as through responsible recreation education.
7. Not impactful but aligned - NY Real Estate education. Zoe noted that she has spent a lot of time trying to reach NY Realtors. They're very competitive, don't have a lot of time to do something that they aren't being paid for, and not a strong conservation ethic seen, overall. A lot of good experiences in VT; it's been different in NY. Chris has also tried to do outreach to RE professionals too, and there is early buy-in, but once the lights turned on... (Room 1 closed during Chris' comment).

Impactful and aligned:

- Fellows*
- Emerging scholars*
- Public trips throughout the LCB*****
- Educate subsistence anglers ***
- Watershed alliance professional development for teachers **
- Watershed alliance K-12/Teacher educational programs *
- Water level monitoring - citizen science related to flooding hazards *
- Riparian forest education and outreach

Room 2 Notes

January 23, 2023

LCSG PAC Meeting

Note Taker: Nate & Ashley

Present: Ishan Maratha, Dan Albrecht, Erin Vennie-Vollrath, Anne Jefferson, Stephanie Tyski,

Jamboard Notes:

Anne - Lay Lakes Monitoring perhaps is less well integrated with the focus on connectivity in the basin, also targeting a relatively well resourced group of individuals. Despite this we love the long term data sets!

NT - Also already well informed.

Ishan - first cohort of LCSG scholars. Very cool way to integrate BIPOC voices. Great experience provider. From personal experience feel very strongly about it (positive impacts)

Erin - curious about placement (impactful and aligned) of Aquaculture Education. Anne - we have recently built this capacity and have access to lots of potential funding. i.e. to maintain aquaculture does not necessarily take away from other efforts. Ashley - is niche, has the potential for limited one time funding. Theo has established an impactful network of producers through his work.

Erin - as a partner looks forward to the newsletter for updates and LCSG work

Anne - Relationship with traditional media is solid.

Dan - So many of us are working on these issues that the media doesn't necessarily care who is doing the work. News then called Dan for info on salt despite not being his expertise area and then called Kris for confirmation. Highlights the need for clear communication and for folks to have well defined lanes. Example, outreach to municipal officials.

Anne asks about awareness around riparian corridor work - Dan unaware that we were doing anything there. This happens at the municipal level, very little happening at state level. Watershed Forestry coordination with Allison Adams. Dan now remembers and its good stuff!

RESULTS

Impactful and Aligned

- R/V Public Trip Series *
- Aquaculture Education *
- Watershed Alliance ***
- Realtor Trainings
- Watershed Education Internship Program*
- Sea Grant Scholars Program *****
- Green Infrastructure Collaborative / BLUE
- Climate Change Short Courses *

- Educate Subsistence anglers
- Fellowships*
- Newsletters/ Work with media outlets/ print media

Impactful and Not Well Aligned

- Clean Marina Program
- Lay Lake Monitoring Program



Room 3 Notes

January 23, 2023

LCSG PAC Meeting

Facilitator: Julianna White

Note Taker: Jill Sarazen

Also Present: Eric Howe, Mark Malchoff, Anna Marchessault, Linda Patterson, Chief Don Stevens

Not as impactful but aligned:

- Raise the Blade
- LCSG EcoNews newsletters - impact hard to document
- Design and distribute beach signs, inc, cyanobacteria and Indigenous info/content - impact hard to document
- Co-host annual marina meeting
- Provide public trips on LX

Middle of impactful and aligned:

- Aquaculture
- Explore development of a UVM certificate program relate to GI

Impactful and alignment in the middle:

- Offer new ROV Lesson

Impactful and aligned:

- Workforce Development - internships / Sea Grant Scholars***
- Abenaki Education in regards to the Basin *** 1. Cultural Competency for Staff, Schools, and public 2. Historical, Cultural, and Traditional ways of being. 3. interpretive signs etc.
- Provide road salt education workshops*
- Outreach - Stormwater Management*
- Watershed Alliance in VT and NY*
- Comms: television and YouTube ads, FPF, social media and tracking
- Identify needs of riparian forest practitioners (RFP)
- Searchable publications and data
- GI Roundtable in VT - partnered with VT DEC
- Raise the Blade (Linda)
- Educate subsistence anglers
- Outreach to anglers - Mercury Consumption
- Develop and distribute educational materials for recreational boaters and anglers
- Outreach -Reduce spread of Aquatic Invasive Species, outreach to anglers, boaters, marinas.
- Real estate trainings
- Reach out to NY lakes and community science programs to build relationships
- BLUE program
- Evaluation - Outreach efforts

Room 4 Notes

January 23, 2023

LCSG PAC Meeting

Note Taker: Kris

Present: Sonal Patel-Dame, Gianna Petito, Shari Halik, Tim Mihuc, Caroline McKelvey, Kris Stepenuck

1. Any concerns about where something has been placed?
 - a. Lots of positive feedback about LLLs from staff. Tourists who visit are part of the basin and its economies. People feel more comfortable with certain lessons, but most people haven't been to the basin so uses full time for what is a watershed and talking about the LLs themselves. Is AOK to define a watershed, but most often teach about what a watershed is.
 - b. Lots done in Vermont...some things placed in lesser impact when things haven't been done in New York. Such as ROV. Could be coming with new RV (to NY)?
2. Sharing why things places in places
 - a. Difficult to place things that knows something about.
 - b. What's being done by state and needing to have happen by LCSG. Where things not happening by state. Road salt not happening in VT, but is happening by NY (too much), so don't need it there.
 - c. Municipal officials are really hard to get in touch with. Feels more like banging head against wall.
3. Did we address all major activities? If something left out, is it important to include?
 - a. Indigenous education is disconnected from our current work. Need better communication with our staff.
4. Anything we should do that should trump what we do?
 - a. Probably a lot of great things LCSG is doing, but people don't know about them.
 - b. Maybe connect between with local libraries? Try to extend through libraries.
 - c. Fundamental problem with the name of Sea Grant. People think it's a grant. Name also similar with LCBP.
5. Lower left
 - a. Water level because USGS territory, not LCSG
 - b. Interns...those knocking on doors can have impact, but funding certain things for orgs, vs what the orgs need to do their ongoing outreach
 - c. GI Roundtable, less participation in that , but WFP, Alison's communication was really active and had a lot of dialogue fostered. DOESN'T see that happen within GI Roundtable
 - d. Teens reaching youth – would like it to be used more. ONLY a few HS groups doing it. 2 of 10 kits used.
 - i. Afterschool time not great for education.

Room summaries

- NI/NWA: workforce development training for correctional facility residents
- I/A: Many things, but public trips around basin, educating subsistence anglers

Room 2

- NI/NWA: Clean marina; Lay Lakes Monitoring: with vols most needing boats they are not the DEI folks, and if willing to volunteer, already are well informed
- I/A: most things there: Scholars program, WA

Room 3

- I/A: stormwater mgt outreach; workforce development; Sea Grant Schoalrs; climate change
- Top left: less impactful: Raise the blade, econews, beach signs, marina meetings, public trips, ROV

Room 4

- I/A: WA, road salt (VT only)
- NWA/NI: water level monitoring USGS is doing it

Gaps and complementary efforts? How can LSG complement that work?

Would have liked to have had guidance ahead.

People were frustrated didn't know what would be asked to do

Depends on audience targeted towhich state...

Jamboard Contents

Impactful and Aligned quadrant:

- Lake lake monitoring
- Sea Grant Scholars
- Implement climate change short course
- Educational materials
- Road salt
- Implement K-12 Watershed Alliance programs
- Watershed Forestry Partnership
- Volunteer docent program kickoff
- LEAP
- Develop and offer Little Lake Lessons
- Research seminars
- WFP annual workshop
- GI O&M training
- 4H2O Teens Reaching Youth programming
- Hazard Resilience municipal officials as audience

Impactful /Not impactful line and aligned

- Plan teacher professional development

- Website, news, stories, newsletter
- Social media
- Aquaculture education

Not impactful & Aligned

- Raise the blade
- Plan high school stewards program
- Offer summer education programs
- Offer new ROV lesson

Not impactful & Not well aligned

- Begin to establish water level monitoring sites
- GI roundtable
- 4H2O teens reaching youth
- lakewise/streamwise/blue interns

Not impactful & not well aligned on the line

- ecoNews VT

Impactful but not well aligned

- Outreach to new homeowners
- Communicate with NY-based programs to establish new complementary partnerships
- Hazard resilience with municipal officials as audience
- Real estate professional development training

