

SOUTH PORTLAND PESTICIDES MANAGEMENT ADVISORY COMMITTEE MEETING NOTES

2/6/17 (5-7 PM) – SOUTH PORTLAND COMMUNITY CENTER

ATTENDEES

Residents / Taxpayers	MBPC-Licensed Professionals	Agronomist
Cathy Chapman Bret LeBleu Ann Morrill	Mike Hughes	Jesse O'Brien
City Staff	Guests	
Fred Dillon Julie Rosenbach	None	

1. REVIEW 1/9/17 MEETING NOTES

Meeting notes approved followed by discussion of public notice requirements, particularly with respect to posting meeting agendas and notes. Assistant City Clerk Karen Morrill provided staff with City's Policy for Public Notice, which Fred passed along to PMAC Chair Ann Morrill. Committee will review at next month's meetings.

2. UPDATE ON EDUCATION & OUTREACH PLAN PROPOSAL

a. Review Scope of Work

- Julie summarized staff process for reviewing and revising CCSWCD's proposal based on PMAC feedback from 1/9/17. Plan proposal went through a few iterations before arriving at current final version that will be presented to Council later this evening (2/6/17) along with a request for \$20K in funding.
- Staff also met with City's Finance Director to discuss considerations for sole-sourcing plan development process to CCSWCD. Based on these discussions, staff decided to separate work into 2 components: plan development / project management and branding / marketing.
- With close PMAC involvement / oversight, CCSWCD will manage process and develop plan while working with marketing / web design firm to develop logo and branding (which will be contracted separately). CCSWCD will meet with PMAC (at least) 3 times for guidance and direction through plan development process.

b. Suggestions on identifying marketing / web design firms

- There was limited discussion on identifying additional firms beyond those already identified by staff.

c. Discuss how best to involve PMAC in E&O Plan development and implementation

There was considerable discussion on plan development / implementation, including the following:

- Need to put some thought into what the “roll out” will look like perhaps by considering ideas for a “Grand Opening” and creating incentives for participation.
- Consider holding “Field Day” that involves local landscaping professionals (e.g., over-seeding and core aeration).
- Very important to provide a basic context for complying with ordinance.
- Very important to facilitate discussions with and involvement of retailers – perhaps again through use of incentives.
- Use outreach as opportunity to bring retailers on board – may be more challenging with larger merchants (e.g., Home Depot).
- Garden centers as “ambassadors” for harm reduction through promotion of good/better/best alternatives.
- Landscape design and soil management will be key considerations for improving likelihood of successful ordinance implementation as measured through compliance with provisions.
- Go-slow approach will be important to avoid alienating participants.
- Consider establishing demonstration sites to promote best practices – akin to garden tours.
- While many landscapers offer organic alternatives, customers often don’t avail themselves of these services due to cost considerations. Need to think about how landscapers pitch message to encourage more environmentally benign land care practices.
- Avoid getting too bogged down in data and science. Better to focus on what the ordinance requires and how residents / businesses can most readily comply.
- The idea is to build community norms and a center of gravity to pull people towards the practices that are least harmful.
- Also need to identify what to do when there’s push back and waiver requests for problems that may commonly arise (e.g., crab apples, grubs, etc.). Try to promote prevention over cure.
- Need to devise metrics / benchmarks for documenting success. Could use pre- and post-surveys to measure awareness / behavior change.
- Need to identify key point person for effort (Sustainability Coordinator?).
- Important to involve academics / universities. Add following to list of partners:
 - U Conn
 - U of MD
 - U Maine Coop Ext Master Gardeners
- Think about how to leverage partner orgs for most effective involvement / input.
- Develop clear, simple and concise messages / goals for what’s expected from public so they understand basic do’s and don’ts of ordinance.
 - In preparation for March meeting with CCSWCD staff will provide relevant outreach materials and will investigate establishing shared folder or location on City website to access documents.

3. OTHER CONSIDERATIONS

No other discussion topics.

NEXT MEETING: Monday, March 6 at 5PM – location TBD

APRIL MEETING: will be held on 2nd Monday of month (4/10/17)