

**Minutes**  
**Educational Advisory Committee (EAC)**  
21 May 2018 - 2:00 - 4:00 pm

**In Attendance:**

**Willie Lantz**, Agriculture  
**Bruce Taliaferro**, Education  
**Brian Friend**, Forestry (alternate)  
**Richard Matlick**, Property Owner  
**Gary Shafer**, Property Owner  
**Bob Sutton**, Property Owner  
**Gary Aronhalt**, Watershed Coordinator

**Absent:**

**Lauren McCann**, Business  
**Sarah Duck**, Marketing  
**Ken Fisher**, Forestry

**Welcome /Opening Remarks:**

**Gary Aronhalt** announced that **Ken Fisher**, **Lauren McCann** and **Sarah Duck** had reported that they would not be present for the meeting. Gary introduced Brian as the forestry alternate, filling in for Ken.

**Introductions:**

**Paul Harvey** is the Chief of Garrett County's Roads Division within the Department of Public Works.

**Rick Cosner** is the Resident Maintenance Engineer for the Maryland State Highway Administration.

**Presentations:**

**Paul Harvey** presented an overview of the Garrett County Roads Division. He explained the structure and daily operations of the Roads Division and provided a detailed overview of equipment utilized by his department and typical roadside ditch maintenance practices. He also explained prescriptive rights of way and defined the boundaries within which his department is able to operate.

**Rick Cosner** presented an overview of the Maryland State Highway Administration (SHA). He also gave an overview of his department's operations and provided video examples of typical grading operations regarding roadside ditches. He also presented information about SHA's efforts to reduce the amount of salt applied in the region and state.

Rick and Paul answered questions about State, County, and homeowner responsibilities. They provided examples of actions that citizens and visitors can do to assist in their efforts to maintain the roads in the watershed/ County. They also emphasized the need to balance public safety and environmental protection.

### **Outreach Planning**

**Gary Aronhalt** asked the committee members to review the draft outreach planning materials prepared by the County. The materials included drafts for an Overarching Marketing Plan for the EAC, an outreach plan for "Establishing a sense of ownership in the health and wellbeing of the watershed", and an outreach plan to "Devise and/or compile educational materials for distribution to homeowners regarding the benefits of BAT systems".

The committee reviewed the Overarching Marketing Plan. The committee asked if they were expected to interact with the public. **Gary Aronhalt** stated that the committee was intended to interact with the stakeholders that they represented. The committee stated that the EAC's interaction with the public was not clear on the EAC organizational diagram. The committee suggested that the "Target Market" and "Marketing Content" sections should both recognize citizens and visitors.

The committee then reviewed the outreach plan for "Establishing a sense of ownership in the health and wellbeing of the watershed". A committee member suggested that a majority of stakeholders were unaware of the Deep Creek Watershed Management Plan. The committee suggested that the title of each goal from the watershed management plan should be included in addition to the goal number when applicable. The committee then discussed the strategies within the outreach plan and made several comments. First, when choosing a catch phrase, etc., it is important to invest sufficient resources to ensure effectiveness. Also, it was suggested that a mascot would likely help in the outreach effort. They also noted that it is important to identify financing needs and responsibilities. The committee requested the addition of the Discovery Center, the Chamber of Commerce, and Realtors to the list of entities that could assist in the marketing effort. It was also suggested to hold a meeting with local stakeholder groups to ensure that efforts are coordinated. The committee discussed the timeline for the effort and suggested that the Garrett County Fair was rapidly approaching. **Gary Aronhalt** stated that the Garrett County Forestry Board had offered to dedicate a portion of their booth for watershed information this year. It was suggested to create a matrix with strategies, responsibilities, and timelines. The committee then discussed the pros and cons of utilizing social media for marketing purposes. Benefits included common usage by the public and access to large numbers of stakeholders. Potential disadvantages include extensive management, social media outlets are already available from local and state government agencies, and not all stakeholders utilize social media.

**Gary Aronhalt** asked the committee to review the outreach plan for “Devise and/or compile educational materials for distribution to homeowners regarding the benefits of BAT systems” before the next meeting.

**Administrative Council Update**

**Gary Aronhalt** distributed handouts with updates from Garrett County, DNR, and MDE. He announced that Garrett County had hired a Director of Economic Development and held a visioning workshop for the comprehensive planning process. He stated that DNR expected the “Eyes on The Lake” website to go live soon and had also distributed a schedule for hydrilla treatments. He also stated that MDE, DNR, and Brookfield Renewable had met with the Deep Creek Watershed Foundation (DCWF) and their consultant to discuss their water budget model.

**Questions for the Administrative Council:**

**Gary Aronhalt** asked if there were any questions to be presented to the Administrative Council. There were no questions.

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