

Project Name: Coastal Lakeshore Economy and Resiliency Initiative
Date: October 27th, 2021
Meeting: Jefferson- St. Lawrence Region- Steering Committee #7
Attachments: Presentation

1. Welcome

Attendees were named with their affiliations on Zoom.

2. Project Updates and Timeline

EDR Team updated the committee on the project's current and remaining tasks:

- Refining strategies through steering committee meetings
- Planning for the final public workshop, Nov. 9 (6:00-7:30 pm)
- Turning strategies into projects
- Scheduling SC Meeting # 8 on Nov. 17th (10-11 am), will focus on project profiles
 - Target to distribute draft CLEAR plan: early in week of 11/22 for review (Community Profiles will be incorporated into final CLEAR Plan)
- Dec. 8th (10 am-12 pm) Open session office hours- SC members welcome to discuss comments on draft
- Draft CLEAR Plan review period closes Friday, December 10th
- Deadline to complete by the end of 2021

3. Sample Project Profile

David Tepper of Cameron Engineering presented the committee with a sample project profile formatted per the DOS template. Example project described a coordinated regional communication strategy. David briefly reviewed the barriers to regional information sharing (rural nature, lack of high-speed internet, etc.).

Comments:

- Possible outlets for distribution and circulation of information, plans, and projects. Thousand Islands Sun and Watertown Daily Times mentioned as possibilities.
- Question: why is a 2-year timeframe specified in the example since it's an ongoing project? Response: 2-year timeframe estimated for initial setup. Suggestion to add "for implementation" to improve clarity.

Action item: [Send DOS template to Steering Committee members](#) (ideas should be shared with the consultant team by Nov. 5th).

4. Strategy Matrix

Sam Gordon reviewed many of the thoughtful comments submitted on the draft strategy matrix. Discussion included:

- Consider a potential email list (e-blast) and/or social media for those interested in updates on the CLEAR Plan and projects
- Save the River, Thousand Islands Land Trust, etc. could be included in planning and sending out information
- Form partnerships (including Natural Edge in Canada, NYSDEC) to increase funding with cleaning up shorelines and planting
- Emphasized importance of frontloading benefits and educating the community to increase their interest and trust
 - Messaging and presentation are key to address information efficiently
 - Document and highlight local issues and goals

Note: Deadline to comment on the draft strategy matrix is Friday 10/29 to give the project team time to prepare for the Public Workshop on 11/9.

5. Public Workshop #3

Date: Nov. 9th 6-7:30pm

- CLEAR Overview
- Scenario planning
- Strategy matrix activity

Goal: inform the public about CLEAR, build support for implementation, and receive feedback on strategies and projects

6. Reminder of Important Dates

Deadline for final comments on draft strategy matrix: Oct. 29th

Public Workshop #3: Nov. 9th 6-7:30pm

Final Steering Committee Meeting (#8): Nov. 17th 10-11am

Office Hours (get SC comments on draft final plan): Dec. 8th 10 am-12 pm

Deadline for final comments: Dec. 10th

7. Homework

1. Promote public workshop
2. Lay groundwork for local municipalities to accept the plan
 - (a) Consider giving a presentation; share the video link
3. Review draft strategy matrix, provide final comments by Oct. 29th

Copies To: Jefferson- St. Lawrence Region CLEAR Steering Committee members and associates, and project team

Meeting notes were prepared by Liz Moran and Jasmine James of EcoLogic. If there are any discrepancies, please notify our office within three business days of receipt