

Genesee River Conference – Planning Committee Meeting

1:00, March 29, 2007 ~ DEC Region 8 Headquarters ~ Avon, NY

Present: Brian Slack, G/FLRPC
Dave Zorn, G/FLRPC
Dennis Money, Genesee Waterways Center
Harry Reiter, MCDOH
Andy Sansone, MCDOH
Jenny Landry, NYSDEC
Josh Bossard, NY Rural Waters Association

Agenda Items:

Greetings and Introductions 1:00

- Review of 2/22 minutes

Organizational Updates 1:10

- Funding, proposed dates and locations
1. BS opened with an update of funding sources.
 - An application was submitted in early March to the Great Lakes Commission Program on Erosion and Sediment Control for \$5,000 to offset costs associated with a Genesee River Conference. Application categories were more specific this year than in the past; applicants were asked to select one of six categories that the project was most closely associated with. Considering the wide scope of the conference, this may work against our application. We anticipate hearing word on the application some time in the spring of 2007
 - FL/LOWPA funds are also still a distinct possibility, as reported by Dave Reckahn at the 2/22 meeting
 - Supplemental funds from the EPA are also a possibility; individuals have been made aware of plans for the conference and have been encouraging
 - BS confirmed for DM that any funds secured would be used to offset conference registration costs
 2. Jenny Landry raised the issue of combining the Genesee River Conference with a continuation of the Comprehensive Wildlife Conservation Strategy (CWCS). A kick-off meeting is required as part of this continued process. After discussion, the committee agreed that combining these two goals presents an excellent opportunity.
 - While the geographic area covered by the CWCS includes the western Lake Plains as well (portions of Orleans and Niagara Counties), both the goals and targeted audience are nonetheless very similar in scope.
 - The DEC/CWCS can essentially stand as a separate track along with tracks to be developed specifically for the conference. Considering that the audiences are similar and concern that there may be a glut of conferences this fall, combining the two endeavors seems like an efficient solution
 - Additional funding opportunities may arise
 - **Conference would have to be held before Labor Day**
 3. The Genesee River Hotel and Conference Center continues to be the preferred choice for the location

Formation of Conference Goals 1:30

- Establishing a clear mission/purpose statement
 - Handout: *NYS Ocean and Great Lakes Ecosystem Conservation Act (2006)*
1. It was raised by Prof. Makarewicz through email correspondence that the committee should consider developing a conference mission statement which can help guide theme/session direction. The text of the NYS Ocean and Great Lakes Ecosystem Conservation Act (attached) was cited as an excellent summary of relevant

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themes and common goals. Text was circulated. Issue was tabled until the next meeting and will be raised for discussion.

Conference Track Discussion2:00

- Continued formulation of specific conference tracks
 - Identification of speakers
1. BS returned to the discussion of specific conference sessions of interest. The following additional subjects were raised:
 - Ecosystem-Based Approach discussion/elaboration of the NYS Ocean and Great Lakes Ecosystem Conservation Act (attached)
 - Hudson River Estuary Program – lessons learned regarding community planning and coordination
 2. Regarding tracks, the following three track themes were proposed: (a) wildlife/conservation (part of the DEC track), (b) “state of the basin”/water quality; and (c) recreation/uses.
 - Each track can feature sessions that build-up to a solution-based “next steps” discussion at the end of the day
 - Keynote address will be important to tie together the various themes. A dynamic individual would be nice to have...
 - Next meeting will involve continued development/finalization of track themes and specific session identification and refinement. Where possible, speakers should be identified
 - BS will work on developing a matrix/worksheet to facilitate this process at the April meeting

Additional Items (Open Discussion)2:30

- DM raised the need for development of a conference logo. While everyone concurred that this was a good idea, no one could identify specific graphic design resources. DM agreed to look into this further. Continued input regarding themes will be an important aspect to logo development.

Actions Items2:45

1. **Mailing Lists:** the committee requests that all relevant mailing lists (which include pertinent stakeholders) be provided to G/FLRPC (send to bslack@glrpc.org) as soon as possible. A master list will be edited by G/FLRPC staff (with final committee review) so that a ‘save the date’ card can be sent as soon as possible. All future correspondence. NYSDEC (JL), Genesee Waterways Center (DM) will contribute, along with others.
2. Committee members should begin thinking about an official conference mission statement/purpose statement. The NYS Ocean and Great Lakes Ecosystem Conservation Act has been attached; text in bold reflects issues closely in line with conference goals.
3. JL to confirm time frames for her project, which will determine conference scheduling
4. DM to look into creating a conference logo
5. BS to create a draft matrix to assist categorization of proposed tracks and session selection

Next Meeting: Date TBA