

**Meeting Minutes**  
**PACD Education and Outreach Committee**  
**Thursday, January 19, 2006**  
**6:30 - 8:30 p.m.**

**Chair:** Heather Knupsky

**Advisors:** Kathleen Banski, PACD  
Shannon Wehinger, PACD

**Committee members:**

Karen Jurkovic (Westmoreland)  
Ron Kopp (Dauphin)  
Josh Longmore (Luzerne)  
Ken Meck (Lancaster)  
Jim Mondok (Mercer)  
Amanda Ritchey (Blair)  
Glenn Seidel (Berks)  
Charlotte Severcool (Wyoming)  
Kathie Shelly (Susquehanna)  
Cathy Skwara (Bucks)  
Roger Spotts (Monroe)

**Others in attendance:**

Ed White (NRCS)  
John Thomas (Bucks)  
Jane Seidel (Berks)  
Robert Sagar (Columbia)  
Jacquelyn Rouse (Sullivan)  
Don Bowser (Fayette)  
Gerald Breininger (Lehigh)  
Victor Cappucci (Wyoming)  
Mark Jackson (Westmoreland)  
Bob Ritchey (Cambria)  
Bob Lockhart (Indiana)

**Welcome**

**Introductions and Attendance**

Committee members and attendees introduced themselves.

**Communication Between Committee Members**

Question: What is frequency of need for communication?

Discussion: It will depend on what our goals are. We have to meet twice per year, once in January and once in July. The advantage of using listserv is communication about

current issues and to get feedback and direction. A sign-up sheet was sent around to subscribe to the listserv. The address is educationandoutreach@pacd.org.

### **PACD Draft Policy Positions**

*Josh Longmore (Luzerne CD) made a motion to eliminate the current policy positions of the Technology, Education and Youth, and Public Relations Committees and create new policy positions for the Education and Outreach Committee. Charlotte Severcool (Wyoming CD) seconded. Motion passed.*

The committee had a general discussion of the PACD Policy Positions and forwarded the following to District Operations:

**# 1 PACD seeks funding for educational grant programs to support conservation districts."**

**#2 PACD supports increased funding for the conservation districts track of the DEP EE Grants Program.**

**#3 PACD supports dedicated funding for Watershed Specialists and Environmental Education Coordinators.**

**#4 PACD Supports the use of conservation education tools and the development of PA specific materials that target both youth and adult audiences.**

**#5 PACD supports educational workshops and other training opportunities for conservation districts.**

**#6 PACD supports activities that expand the public's understanding of local conservation districts.**

**#7 PACD maintains an educational website for conservation districts.**

**#8 PACD supports conservation district networking through listserves.**

**#9 PACD supports the recognition of conservation districts directors, associate directors and/or staff whose efforts have furthered the activities and accomplishments of conservation districts on a statewide basis.**

**#10 PACD maintains a current MOU with the PA Department of Education**

**#11 PACD maintains a current MOU with the PA State Envirothon**

**#12 PACD remains active on the Pennsylvania Center for Environmental Education's Executive Board**

## **#13 PACD remains active on the Pennsylvania Environmental Education Advisory Board**

### **#14 PACD supports fostering partnerships to achieve common goals.**

*Kathie Shelly made a motion to accept the policy language. Glenn Seidel seconded the motion. Motion passed.*

### **Next Meeting Date/Agenda Items for Next Meeting**

Tentatively scheduled for Wednesday, July 26, 6:45-8:45pm.

### **Education and Outreach Committee Goals**

**Goal:** Evaluate existing Conservation District marketing tools, determine new tools, and develop and distribute tools.

Shannon Wehinger will send copies of the conservation district and PACD Powerpoints and Fact sheet to committee members by mid-February. Committee will review materials and offer comments/suggestions. Committee can use its listserv to comment and talk with each other about the materials.

Charlotte Severcool volunteered to check out NACD's website and see what materials they offer.

PACD can follow-up and see if we want someone from NACD to make a presentation on materials they have available to the Committee in July.

Closing discussion: What is the big wish for Committee?

There is a need to educate new people and people we associate with. Try to do a better job of promoting yourself.

How can we inform public in simple way what we are and how to use us? Newspaper never explains what conservation districts are.

In the past, PACD education grants were used for marketing. The grant activities have been refocused, so that money is no longer available.

There are so many ways to look at conservation districts - Nova for science, history. So many people are ignorant of us they don't consider us. We need to notify the media.

Dauphin CD applied for Growing Greener grant and doing tours. That outreach resulted in public becoming knowledgeable about the work of districts.

Marketing toolkits have been given to districts. Because they have so much going on they don't have someone available to implement them.

A united marketing message helps. One example could be "conserve your part of PA."

Funding for education coordinator is critical. All these materials are great, but if I don't have someone to get it out there it doesn't matter.

Dauphin CD hired a PR person as education person and it's working out great.

Political pressure from developers who get in trouble and goes back to commissioners is a problem. Districts need the public to know what they do. Districts need marketing. District educators have no time to market.

Districts need to be prepared to deal with the public's response to conservation marketing activities.

Is there benefit to have districts come together regionally?

Has PACD ever hired a marketing specialist? Westmoreland has sent people to look at ways to market conservation districts. PACD has never hired anyone to do just marketing. Maybe it is a grant opportunity.

I don't want to create more phone calls coming in. I want to just tell people what we do. Bottom line is to get legislators to fund us.

LBFC report recommendations

What would happen if districts went away tomorrow? What if we never existed? Agriculture would be less productive. The dust bowl may have happened in other parts of the country. We may experience much worse flooding.

The Diorama DEP had at the Farm Show - shows before and after BMP's.

Other comments:

Kenneth shared some thoughts from Lancaster's Education Specialist. She feels working with Patti Vathis on grant opportunities is very worthwhile. She would rather see DVDs rather than VCR tapes. She would like kid friendly and general public friendly publications. Pictures and 6th grade reading level. Would like bookmarks, posters, etc. developed with DEP.

We have a lot of materials at the PACD office. It would be nice to have someone come down and see if what we have is too outdated. It would be nice to pick the top 10 that would be useful and convert those to DVD.

Heather invited committee members to get in touch with her regarding agenda items for next meeting, email her.

*Kenneth Meck (Lancaster CD) made a motion to adjourn the meeting. Seconded by Charlotte Severcool (Wyoming CD).*

Meeting was adjourned at 9:10p.m.