

**Meeting Notes**  
**NEW HAMPSHIRE WATER SUSTAINABILITY COMMISSION**  
**Deliverable Working Session**

**July 10, 2012**  
**New Hampshire Fish and Game Department**  
**Concord, NH**

**Commissioners in attendance:**

John Boisvert  
Thomas Burack  
John Gilbert, Chair  
Michael Licata  
Marcy Lyman, Vice Chair  
Cliff Sinnott  
Chuck Souther  
Alison Watts

**Commissioners not in attendance:**

Dave Allen  
Virginia Battles-Raffa  
Kris Blomback  
Denise Hart  
Amy Manzelli  
Glenn Normandeau

**Public in attendance:**

Sarah Pillsbury, NHDES  
Jennifer Rowden, NHDES  
Paul Susca, NHDES

**I. Deliverable Overview**

John Gilbert explained that the purpose of the meeting is to begin finalizing the Water Sustainability Commission's report content and the way that the report and recommendations will be rolled out. Given the need to engage people over the long term the form and content the report takes is important. The Commission has some level of flexibility with rolling out the report and recommendations versus how other commissions have traditionally presented their findings.

The groups discussed their general thoughts behind the content and rollout approach for the deliverable. There was consensus that the content needs to be understandable, useful and interesting, and the rollout needs to be on message, to the right audience and at the right time. Additional comments regarding the final deliverable included the following:

- An explanation as to why all of this work was done and the purpose of the Commission needs to be stated clearly and upfront.
- Tension between broad goals and need for achievable goals.
- Need for action steps to be included. List of actions to be taken by businesses, households, municipalities, legislators, etc
- State what we know should be done versus having a series of questions to be asked for when we do not know what is needed.
- Need to articulate a road map for action and prioritization. Inclusion of a timeline.
- Balance goals and state specific actions that can be accomplished.
- In the introduction there is a need to lay out how the commission views sustainability.
- Education will need to be addressed, including whether the focus should be on educating children for long-term improvement or educating adults for quicker improvement.
- Education in this context needs to mean education to engage or educating for action.
- Regarding funding, the Commission may only be able to state that we need more of it.
- Outcomes:
  - Measures of progress or a report card?
  - What are consequences/ cost of not addressing issues now?
  - What do we need to avoid it?
  - Trends/predictable consequences – this is what we can do.
  - Asset management
  - Behavioral changes.

- Disinvestments: small solution example- incremental rate increases.
- Infrastructure for the new economy
- Scale of issues both time and geography is various for different areas of the state.
- Look at the consequences and the cost of not acting. What are the predictable outcomes?
- There is a need to keep it positive to avoid having readers become overwhelmed and to include achievable actions. "Here is what businesses can do" or "here is what homeowners can do". Examples include, utilizing asset management.
- Emphasize building for reality versus building for probability. What are the realistic infrastructure needs versus what infrastructure may be required in the future? Adequate capacity will need to be considered.
- Most people do not believe or realize there is a problem.
- There is a need to identify different issues and solutions for various regions and scales in the state.

John G. will speak with the Governor's Office regarding the rollout and Tom asked if there has been any discussion as to who will be following up with the rollout events after the Commission ends. Tom offered DES public relations staff to assist with ideas if the rollout team would like to tap them.

## II. Deliverable Content

The group agreed that the content of the report needs to have simple, understandable language, be useful with relatable actions, and be engaging by being interesting. The report needs to be iconic with a direct message of why this is important and what can you do about it.

Tom asked that the group discuss who the audience is for this report. The group discussed that it was for the public, but refined it down to looking at community leaders, as those are the folks who will be doing most of the implementing. This also targets legislators and business owners who are often from the same pool of people. However, the report should still be written in accessible language so that anyone can understand it. Cliff mentioned that one audience that may readily take up these recommendations are the regional planning commissions who are all tasked with developing regional sustainability plans for the whole state over the next few years.

The group discussed what the platform for the Commission's report will be given the lack of funding. The general consensus was that distributing it electronically as much as possible is necessary, but there is a place for paper copies or at least single page version with links to the online, full version. The possibility of the Commission's report and resources being hosted on a website was also discussed, but resources would need to be found to support it long term as the current website may not be funded by future governors.

## III. Deliverable Rollout

Challenge: How much will the Governor be involved in initial roll-out phase? Will he do roll-out through agencies? Roll-out should get thing out of block, move agenda ahead. Want this to be seen not as top down but as growing from the bottom up.

Initial steps:

- 1) Pre-release: Need/opportunity/benefits of working with selected media (go to limited number of reporters/editorial boards – briefing on work/recommendations of Commission), decide who to target – thought that businesses that depend on water most important group to target
- 2) Report: What form will it take?
  - if it is printed – who will print it (cost?)
  - if electronic – how distributed – website/social media (which/how?)
  - TV/Radio – WMUR/series on water/ NHPR/NHPTV
- 3) Set up system for transferring from one gubernatorial term to another.
  - Structure independent of governor.
  - Initiate process by which "super connected" people grow effort from bottom up
- 4) Create portfolio of stories – connect with NH Humanities Council

- 5) Create Speakers Bureau
- 6) Design and create fund to support annual New Hampshire Water Prize to recognize initiatives etc that best represent principles of sustainability.
- 7) Website: go for template of materials on water – curriculum, data, electronic clearing house – off shelf educational materials – Where to house? DES/Coop Extension/RC&D's?

Events:

- 1) Governor (one? More events): Great Bay, Salmon Falls, Winnepesaukee
- 2) Upcoming planned events:
  - BIA Water Conference – November
  - Conservation Commission Annual Meeting – November
  - Conservation Voters Annual Breakfast – January
  - Businesses for Social Responsibility – Spring
  - Water Conference – Plymouth State – March

Distribution-outreach of report:

- 1) Highlight sections important to different constituencies
- 2) Email?/Website?/Mail (if printed)?
- 3) Constituencies: exs. (PSNH, Pat McDermott, Economic Development)

Next Steps:

- 1) Marcy to follow up on Water Prize
- 2) Talk to Denise about collecting water stories
- 3) Design/format of report
- 4) Time-line of roll-out

#### **IV. Upcoming Meetings**

The following dates and times were proposed for upcoming Commission meetings:

- |   |  |
|---|--|
| • <b>7/17</b> - Regular WSC Meeting       | • <b>8/21</b> – Regular WSC Meeting      |
| • <b>7/24</b> – Deliverable Teams Meeting | • <b>9/6</b> – Deliverable Teams Meeting |
| • <b>8/14</b> – Deliverable Teams Meeting | • <b>9/11</b> – Regular WSC Meeting      |

***Meeting adjourned at 3:45 p.m.***

***The next regular Commission meeting is scheduled for Tuesday, July 17, 2012 from 2:00 p.m. to 5:00 p.m., at the Department of Environmental Services.***