

Hudson River Watershed Alliance 6th Annual Conference

“Watershed Management on a Shoestring Budget”

December 15, 2011- 8:30 AM to 4:00 PM

Henry A. Wallace Center at the FDR Library and Home, Hyde Park, NY

DRAFT PROGRAM (See Speaker Bios at end of Program)

8:30 AM – 9:00 AM Registration and Coffee by “Gourmet to Go”

9:00 AM – 9:15 AM Welcome

Marc Molinaro, New York State Assemblyman, Dutchess County Executive-Elect

Simon Gruber, President, Hudson River Watershed Alliance

Scott Cuppett, Watershed Program Coordinator, NYSDEC Hudson River Estuary Program

Representative from the Henry A. Wallace Center at the FDR Home and Library

9:15 AM – 9:45 AM Opening Plenary Session

Franco Montalto, PhD., Drexel University - Watershed Planning & Restoration: Emerging Tools & Green Infrastructure Strategies

Franco Montalto, PhD is a civil engineer with a strong background in both applied and theoretical approaches to solving complex environmental problems. He has a particular interest in low impact design and in the development of ecologically, economically, and socially sensible solutions to urban environmental problems, with a focus on sustainable water resources engineering. His over 17 years of experience have included a variety of eco-hydrologic research, planning, and design projects involving the restoration of wetlands and the use of constructed wetlands for wastewater and stormwater treatment, as well as work with “green infrastructure” and “low impact development” technologies.

9:50 AM – 12:30 PM Morning Breakout Sessions

TRACK 1: WATERSHED ASSESSMENT AND EDUCATION

9:50-10:50 1.A. Using County GIS Data for Watershed Planning and Analysis – *Bob Wills, Dutchess County Department of Planning & Development*

Dutchess County acquired high resolution terrain data that was used to create stream catchment areas (watersheds) for over 5,200 water courses in the county. This program will look at how the data were created and what they cost, how they are being used today, what analyses can be conducted when they are layered with other geographic data, what lessons can be learned from a visualization of these data, and how communities can use them in their planning efforts. A live GIS demonstration will be included, as well as a limited distribution of these data on CD.

11:05-12:30 1.B. Sparkill Watershed Alliance: A Year of Stream Monitoring and Building Community, Science and Government Partnerships – Laurie Seeman, Joanna Dickey, Greg Mercurio, Greg McKillop

This workshop features strategies and successes of the Watershed Alliance’s efforts for the Sparkill Creek and watershed, centered on: (1) building the Alliance, and (2) assessing watershed health and impacts through field observations, bio-monitoring, and research. Emphasis will be placed on the Sparkill’s partnership with Riverkeeper and science partners at Lamont Doherty and Queens College to implement a Water Quality Program, where teams sample the entire length of the creek to detect the presence of *Enterococcus* species of bacteria. This is a first-of-its-kind collaboration, advancing the goals of both the Sparkill Watershed Alliance and Riverkeeper. This partnership has also led to greater local and regional awareness of the problems of the Sparkill Creek, as well as the potential of the Sparkill Watershed Alliance to take a leading role in future county planning. It also calls for government agencies to enforce environmental and health standards. The stream monitoring portion of the presentation will address (1) monitoring procedures, (2) how the sampling program is related to watershed assessment, (3) how to generate scientifically credible data, and (4) ways to educate and motivate the community and government agencies.

Partnership with the county will also be outlined, including citizen training for stream monitoring; contracting a professional to monitor the creek for a Sparkill Watershed Report Card; and developing a neighborhood Watershed Information Network (WIN). Through the Sparkill Watershed Alliance, the county is gaining another arm for water resource management, and is encouraging this model for watershed management for other areas of the county. In addition, the Rockland Drainage Agency has begun a dialogue with the Sparkill Watershed Alliance to identify collaborative green infrastructure projects.

TRACK 2. MANAGING STORMWATER IN A STREAM CORRIDOR & MUNICIPAL PLANNING CONTEXT

9:50-10:50 2.A. Comprehensive Stream Corridor Planning: Case Study, The Fall Kill Plan – Ryan Palmer, Hudson River Sloop Clearwater, Janette Kim, Urban Landscape Lab, Columbia University

This workshop will introduce the Fall Kill Plan as a case study on a comprehensive creek corridor planning project aimed at improving public access for recreation and increasing stewardship (see <http://fallkill.matthewslaats.com/projects/>). Participants will get an overview of the strategy, processes, and techniques used in creating the plan, and will be guided through exercises aimed at applying these to their own watershed. Common themes include identifying stakeholders, assessing existing assets such as open space and public lands, researching local zoning and ordinances, and conceptual design and outreach techniques.

11:05-12:30 2.B. Low Impact Development Rapid Assessment: A New Tool for Planning Green Infrastructure at the Neighborhood Level (hands-on session using case studies from the Fall Kill Plan) – Franco Montalto, PhD, Drexel University

LIDRA is a new computer model that enables rapid comparison of the range of annual runoff reductions possible with different combinations of green infrastructure technologies phased into

urbanized watersheds gradually through time. The model provides flexibility in definition of street and parcel characteristics and the green infrastructure assigned to them, tracks performance of the GI program over a hypothetical 30 year program period, considers a robust range of climatic possibilities, and tracks total annual expenditures and life cycle costs simultaneous to runoff computations. In the limited amount of time the presenter will describe the purpose and function of the model, then provide analysis of a demonstration site in the Fallkill watershed using the model. Participants will evaluate the model results in breakout groups and pick the most beneficial green infrastructure scenario.

TRACK 3. ORGANIZATIONAL DEVELOPMENT & FUNDRAISING

9:50-10:50 3.A. Fundraising on a Shoestring Without Tying Yourself in Knots – *Christine Kane*, CFRE, Community Foundations of the Hudson Valley

This session will focus on cost effective community funding options that can help expand financial support for watershed groups. Community Foundations of the Hudson Valley and its affiliates (Community Foundation of Dutchess County, Community Foundation of Ulster County, and Community Foundation of Putnam County) can offer fiscal sponsorships and/or project funds to local watershed organizations as a cost effective method to help them further charitable purposes such as public education, natural resource protection, and public access. Workshop topics include: (1) simple, cost-effective methods of fundraising including social or viral fundraising, grant writing, special events and direct solicitation; (2) fiscal Sponsorships vs. getting your own 501(c)(3); and (3) basic organizational management topics such as by-laws, governance, and budgeting.

11:05-12:30 3.B. Building an Effective Board for Your Organization – *Mary Ellen Olcese*, River Network

Designed so participants can reflect on their own Boards, we will use a variety of exercises and peer-to-peer learning to help you address your Board's structure, composition, and recruitment process. You will gain clear understanding of how successful Boards operate and obtain tools to help you develop the Board your organization needs. Staff and Board members are encouraged to attend. The session will cover:

- Assessing what your organization needs in Board members
- Planning for new Board members and for new leadership for the long term health of the organization
- Examining the value of term limits
- Exploring the Governance Committee – its roles and responsibilities
- Recruiting and cultivating potential candidates – questions to ask prospective Board members
- Orienting and educating Board members

12:30 PM – 1:30 PM Lunch by “Gourmet to Go” with Speaker and Awards

1. Speaker: *David Church*, Orange County Department of Planning - Protecting Watersheds and Streams through Local Regulations: A Do-it-yourself Community Guide

Dave will highlight the key elements of code work, priorities any good code would cover related to watersheds and streams, where to get good samples and models, and how to work with municipal attorneys and local boards to get local code change approvals.

2. Presentation of Watershed Steward Awards – Come to Support Your Local Watershed Groups!

1:30 PM – 3:00 PM Afternoon Breakout Sessions

TRACK 1: WATERSHED ASSESSMENT AND EDUCATION

1:30 – 3:00 1.C. Using Rain Barrel Workshops to Engage Stakeholders and Reuse Stormwater, with Rain Barrel Building Demonstration– *Carolyn Klocker, CCE Dutchess, Emily Vail, NYSDEC HREP*

Many watershed groups are looking for an engaging way to teach residents about stormwater. A homemade rain barrel is a low-cost practice that allows residents to conserve water and reduce runoff. At the same time rain barrels can be used as an entryway into stormwater education. The goal of this workshop is to train conference attendees to lead effective rain barrel building workshops where participants learn how to build and install their own rain barrels. The workshop will include a hands-on session in small groups to demonstrate easy-to-assemble rain barrels. We will raffle off the demonstration rain barrels to lucky winners!

TRACK 2. MANAGING STORMWATER IN A STREAM CORRIDOR & MUNICIPAL PLANNING CONTEXT

1:30 – 3:00 2.C. Municipal Strategies for Stormwater Management – *George Rodenhausen, Esq., Rapport Myers LLP* and panel discussion with *Nadine Medina, P.E., Barton & Loguidice, Shari Riley, Town of Lloyd Stormwater Officer* and *George Rodenhausen*

This workshop will focus on local laws and strategies for stormwater management, one of the tools of watershed protection. George Rodenhausen will discuss ways to effectively implement required municipal stormwater programs through zoning, stormwater ordinances, SEQRA, and creative incentive programs, touching on the new requirements for green infrastructure. The panel will include short presentations by Nadine Medina and Shari Riley and discussion with all the speakers about the do's and don'ts of local implementation and maintenance of stormwater practices. Nadine will talk about her experience with a homeowner's association that had severe maintenance issues with two ponds and strategies that were considered as potential solutions. Shari Riley will share her experience with implementation of the Municipal Separate Storm Sewer (MS4) Program in the Town of Lloyd, emphasizing cost-saving ways for municipalities to comply with the NYSDEC MS4 requirements, noting which strategies worked and which didn't from the perspective of a Code Enforcement Officer.

TRACK 3. ORGANIZATIONAL DEVELOPMENT & FUNDRAISING

1:30 – 3:00 3.C. Developing a Feasible Fundraising Plan – *Mary Ellen Olcese, River Network*

In order to achieve fiscal stability organizations need to plan their annual stream of income. A written fundraising plan will help an organization determine the best fundraising strategies, who will implement them (Board, staff, volunteers), when they should be implemented during the year, the goals of each strategy, and what actions steps to take to achieve those goals. This workshop will help Development Directors, Executive Directors, and Board members to develop a written fundraising plan for their organization. The workshop will cover principles of fundraising readiness, identifying fundraising strategies, and measuring goals and strategy feasibility. During the session we will use a planning form to start the fundraising plan. At the end of the session, participants will have gained a familiarity with a variety of fundraising strategies and the criteria for selecting those which might work best for their organizations.

3:10 PM – 4:00 PM Afternoon Plenary Session

Paul Gallay, President and Hudson Riverkeeper—A Moment of Truth for the River that Flows Two Ways; followed by a panel including Neal Halloran, Moodna Creek Watershed Intermunicipal Council & Town of Goshen, and others to be announced

Paul will discuss challenges in addressing water quality issues in the Hudson River Watershed, including up to date information about the proposed “Right to Know Law” to require sewage discharge reporting. Panel members will discuss other strategies for implementing policies to protect water resources at the local level.

SPEAKER BIOGRAPHIES

David Church is Commissioner of the Orange County Department of Planning and Development.

Scott Cuppett implements a watershed conservation program in the Hudson River Estuary watershed through a partnership with the New York State Department of Environmental Conservation’s Hudson River Estuary Program and the Water Resources Institute at Cornell University. Focusing on community-based watershed planning and implementation, Scott leads a program that provides assistance to municipalities, county agencies, watershed groups, advocacy groups, and academic partners to study and understand local water resource issues and develop strategies to protect and restore those resources. A focus of Scott’s work is engaging land use decision makers in watershed issues through intermunicipal collaborations. Scott’s work is guided by the Hudson River Estuary Action Agenda which provides measurable objectives for Hudson River tributaries and their watersheds.

Joanna Dickey is a Lead Artist and Outdoor Educator at Strawtown Studio, where she co-develops and leads Nature Art and Science programs for youth and communities. She is an active member of the Sparkill Watershed Alliance, and since 2009 has taken part in the DEC HREP American Eel

migration study and the annual Day in the Life of the Hudson River program. In 2009 Joanna received the '40 Under 40' Award from the Rockland Economic Development Corporation for her work with Strawtown and other community leadership roles. She specializes in fine art and wilderness skills, and is committed to creating programs that explore the natural world in creative, imaginative ways.

Paul Gallay has worked for over 25 years to protect the environment and support local communities as a non-profit executive, public official, and educator. For thirteen years, Paul worked for the New York State's Attorney General and Department of Environmental Conservation. After leaving government, Paul served as Westchester Land Trust's executive director from 2000 to 2008. WLT helped protect thousands of acres of sensitive land and successfully pushed for sounder, more sustainable development practices. Before joining Riverkeeper in July 2010, Paul served nearly two years as president of Maine Coast Heritage Trust, helping MCHT open its preserves to the public and engage more deeply with local communities. Paul graduated from Columbia Law School in 1984. His undergraduate degree is from Williams College. Paul grew up in Thornwood, near the Kensico Reservoir, where he learned to fish. His new home, as Riverkeeper, will be in the Village of Ossining.

Simon Gruber is an environmental planning consultant specializing in water resources, energy efficiency and sustainable development, with a focus on sustainable infrastructure for water supply, stormwater, stream management, and wastewater management. He's lived in the Hudson Valley most of his life and provided services since 1986 to local and county government, non-profit organizations and businesses. He leads a green infrastructure planning project for the Hudson Valley Regional Council and organized their annual regional conferences on green buildings and energy efficiency. He is a Fellow of the City University of New York's Institute for Sustainable Cities based at Hunter College and serves as the President of the Hudson River Watershed Alliance. Gruber is the Town of Cornwall's representative on the Moodna Creek Watershed Intermunicipal Council, an organization founded in 2010 after a watershed planning and outreach initiative sponsored by the Orange County Water Authority (where he was a consultant) with partial funding from the NYS DEC Hudson River Estuary Program. From 2004-2007 he designed and coordinated OCWA's ongoing stream biomonitoring program. Current projects include green infrastructure, stream corridor and waterfront planning and outreach; a water law research and education project with Cornell Law School; and research on water and energy conservation case studies, barriers and opportunities.

Neal Halloran is Chairman of the Moodna Creek Watershed Intermunicipal Council and Code Enforcement Officer for the Town of Goshen.

Christine Kane, CFRE joined Community Foundations of the Hudson Valley in 2011 and is responsible for the asset development, marketing, and outreach efforts of our Dutchess County affiliate as well as for guiding the overall development efforts of CFHV and its other affiliates. A Dutchess County native, Christine holds a B.S. in Forestry from the SUNY College of Environmental Science and Forestry in Syracuse, NY and spent the early part of her career working on various environmental issues. Since she often found herself having to raise the funds necessary to support many of these programs, she decided to shift focus and concentrate her energies full-time on

raising the monies needed to fund the important work of non-profit organizations. She now has almost 20 years of experience in fund development and communications, holds the CFRE (Certified Fundraising Executive) credential - the only internationally recognized, professional credential for fundraising professionals - and has raised millions of dollars for private education, religious work, social services, and environmental issues throughout the Hudson Valley. Christine is a current board member and former President of the Mid-Hudson Valley Chapter of the Association of Fundraising Professionals and former President of the Planned Giving Council of the Mid-Hudson Valley. She was also a member of the Board of Directors for the Tivoli Free Library, serving a term as Treasurer and a term as President. She currently serves as Chair of the Town of Red Hook Planning Board and is also a member of the Dutchess County Planning Board.

Janette Kim is an architectural designer and educator based in New York City. She is a faculty member and director of the Urban Landscape Lab at the Columbia University Graduate School of Architecture, Planning and Preservation. Janette holds a Masters of Architecture from Princeton University and a Bachelor of Arts from Columbia University.

Carolyn Ann Klocker is a Senior Water Resource Educator at Cornell Cooperative Extension Dutchess County.

Greg McKillop was raised in Tappan, NY, attending local schools, then the University of Notre Dame (aerospace engineering), and Harvard Business School (MBA). Greg is a Colonel, U.S. Air Force, retired (career in research, design, test, manufacture, and operation of air and space vehicles and of strategic and nuclear deterrence command and control systems). Greg's home is located on the Sparkill, where he lives with his wife, Patty Sedlack (retired elementary school teacher) and serves as a volunteer firefighter. Greg has two children (son is environmental attorney, and daughter is the UCLA Law School's Assistant Director of Student Affairs), one granddaughter and one grandson.

Greg Mercurio is a member of the Sparkill Watershed Alliance.

Nadine Medina, PE, CPESC, LEED AP is a Project Engineer with Barton & Loguidice. Nadine has experience as a municipal engineer progressing stormwater, water, and wastewater projects from planning through construction. Her responsibilities include research, technical writing, data collection, and estimates. Projects have included site planning involving site layout, utility layout, and site grading; raw water systems involving intake and transmission; wastewater management systems including pumping stations, inflow and infiltration studies, and wastewater treatment plant facility plans with an emphasis on energy savings; MS4 program facilitation and preparation of annual reports to comply with DEC's General Permit GP-02-02; and design of tank truck off-loading secondary containment system for E-85 ethanol fueling.

Marc Molinaro was elected to the Tivoli Village Board of Trustees at the age of 18, making him the youngest person ever elected to office in the State of New York. The very next year he became the youngest mayor in the United States. He was re-elected mayor five times and elected four times to the Dutchess County Legislature, where he served as Chairman of the Budget, Finance and Personnel Committee and Co-Chairman of the Commission on Child Protection. Now in his third

term in the New York State Assembly, Marc brings his passion for public service to Albany as the representative of the 103rd District. In November 2011 Marc was elected Dutchess County Executive, and will begin his four-year term in January 2012. During his tenure in the NYS Assembly Marc led the fight to preserve the Hudson River Valley Greenway and adopt sweeping budget and ethics reform legislation. He joined then-Attorney General Andrew Cuomo in sponsoring and adopting the “Government Consolidation and Citizen Empowerment Act.” He is the sponsor of several improvements to New York State’s Election Law, continues to oppose the MTA payroll tax and works to provide the necessary relief to revitalize our economy and improve our shared quality of life. Marc is a graduate of Red Hook Central Schools, Dutchess Community College and attends Marist College. Marc has been recognized by the Greater Southern Dutchess Chamber of Commerce and “Capitol” news publication as one of their first “Forty under Forty” leaders. Marc was appointed by Assembly Minority Leader Brian Kolb to serve as Assistant Assembly Minority Leader Pro Tempore. He was appointed by Governor Andrew Cuomo to serve on his Transition Team and subsequently to serve as a member of the Governor’s Mandate Relief Redesign Team. Marc is the 2010 recipient of the VV Anderson Award for Community Service presented by the Anderson Center for Autism.

Franco Montalto, PhD is a civil engineer with a strong background in both applied and theoretical approaches to solving complex environmental problems. He has a particular interest in low impact design and in the development of ecologically, economically, and socially sensible solutions to urban environmental problems, with a focus on sustainable water resources engineering. His over 17 years of experience have included a variety of eco-hydrologic research, planning, and design projects, involving the restoration of wetlands and the use of constructed wetlands for wastewater and stormwater treatment, as well as work with “green infrastructure” and “low impact development” technologies. He joined Drexel as an Assistant Professor in September, 2007 after a two year post-doctorate research fellowship at the Earth Institute at Columbia University. He is also founder and president of eDesign Dynamics LLC, and was formerly adjunct professor at The Cooper Union for the Advancement of Science and Art in New York City.

EDUCATION - Cornell University, Department of Biological and Environmental Engineering, Ph.D. Environmental Engineering; MS Environmental Engineering and Soil Physics, Minor City and Regional Planning. The Cooper Union for the Advancement of Science and Art, BS Civil Engineering.

Mary Ellen Olcese joined River Network as the Mid-Atlantic Program Manager in December 2007. She works with river and watershed groups throughout the area with special focus on Chesapeake Bay groups. Based in St. Michaels, Maryland, she brings to the position 25 years of experience working with nonprofit organizations as an education director, development director, and executive director. From 1999 through 2007 she worked as an independent consultant for community and conservation groups on issues of fundraising, strategic planning, and organizational development. She received a BA and a BS from the University of Pennsylvania and a Masters degree from Boston University.

Ryan Palmer is a Hudson Valley native who first joined the Clearwater team in 2004 as an Environmental Associate, where he spent 3 years developing early watershed protection initiatives and serving as the original coordinator of the Hudson River Watershed Alliance and the Fall Kill Watershed Committee. He holds BS in Environmental Science and Wildlife Biology from the

University of Rhode Island and has training in Land Use Law, Stream Monitoring, Biodiversity Assessment, Watershed Management, and Energy Efficiency Auditing. Ryan returned to the Clearwater team in 2011 as the first Green Cities Project Coordinator, leading their watershed protection, green infrastructure, and environmental justice projects in Poughkeepsie, and providing strategic planning and capacity building support for their regional Green Cities, Clear Waters Initiative.

Shari L. Riley, CPESC became a Code Enforcement Officer for the Town of Lloyd in 2006. Her passion for clean water led her to begin her training in the Stormwater Pollution Prevention field. She became the Stormwater Officer for the Town in 2009 and finalized her training by becoming a Certified Professional in Sediment and Erosion Control in 2010. Her experience working with municipalities and other CEOs in addition to listening to the financial and time constraints municipal leaders have to be aware of led her to create a program called “Compliance Does Not Have to Be Difficult.” Sharing from her experience of what works and what didn’t, the presentation was created to help CEO and municipal leaders efficiently comply with the MS4 permit requirements, taking into consideration the limitations a mandated, non-funded program requires.

George A. Rodenhausen is a partner in the firm of Rapport Meyers LLP and concentrates his practice in land use, municipal and environmental law. A graduate of Yale College and Yale Law School, with a masters degree in urban law from NYU Law School, he has served as an enforcement attorney for the United States Environmental Protection Agency, environmental counsel and vice president for environmental affairs for a major multinational corporation, and land use, municipal, and environmental attorney in private practice in New York and New Jersey. He is also an AICP certified planner, and has developed comprehensive plans, local laws and policies, and environmental impact review documents for many municipalities. Mr. Rodenhausen has represented citizen groups, not-for-profit organizations, developers, towns, villages, counties, and the State of New York. He was Town Attorney for the Town of Hyde Park from 2002 to 2005 and 2008 to 2009. Since 1993, Mr. Rodenhausen has served as special watershed counsel to Putnam County and was part of the team that negotiated the historic Memorandum of Agreement (MOA) in 1997 to protect New York City’s water and the economic viability of the watershed communities. Since 2010, he has represented the East of Hudson watershed municipalities in stormwater negotiations with New York City and the creation of a regional stormwater entity to ensure compliance with the MS4 heightened requirements. **Laurie Seeman** is an environmental artist, outdoor educator and waterway advocate. She is the founding director of Strawtown Art & Garden Studio, which provides nature art & science programs for youth and community. Laurie is also the founding member of the Sparkill Watershed Alliance and a member of the Rockland Coalition for Sustainable Water. Since 2009 she has been running the annual Citizen Science DEC HREP American Eel migration study in the Minisceongo Creek. This year she received the Rockland County Legislature's Distinguished Service Award and also the Clarkstown Environmental Excellence Award. She is dedicated to protecting our waterways for future generations.

Laurie Seeman is an environmental artist, outdoor educator and waterway advocate. She is the founding director of Strawtown Art & Garden Studio, which provides nature art & science programs for youth and community. Laurie is also the founding member of the Sparkill Watershed

Alliance and a member of the Rockland Coalition for Sustainable Water. Since 2009 she has been running the annual Citizen Science DEC HREP American Eel migration study in the Minisceongo Creek. This year she received the Rockland County Legislature's Distinguished Service Award and also the Clarkstown Environmental Excellence Award. She is dedicated to protecting our waterways for future generations.

Emily Vail is the Watershed Outreach Specialist for the NYS Department of Environmental Conservation's Hudson River Estuary Program, with support from the New York State Water Resource Institute at Cornell University. She works with watershed groups, intermunicipal councils, municipalities, and other partners to support community-based watershed planning and conservation. She holds a BA in Environmental Studies from Vassar College.

Robert Wills, Sr. is a Licensed Architect in the states of New York and Illinois. While teaching architecture at Dutchess Community College, he was asked to develop courses in Geographic Information Systems in 1993. Subsequently, he worked for Dutchess County Real Property Tax Service Agency as the first GIS Specialist, with duties that included managing the conversion of tax parcel data to digital form, and the first digital orthophotography acquisitions by the county. Now GIS Project Coordinator with Dutchess County Planning, he conducts GIS analysis for the Planning and Health Departments, and was the lead for the 2008 acquisition of planimetric data which included structures, terrain, and the watershed information that will be covered in this workshop.