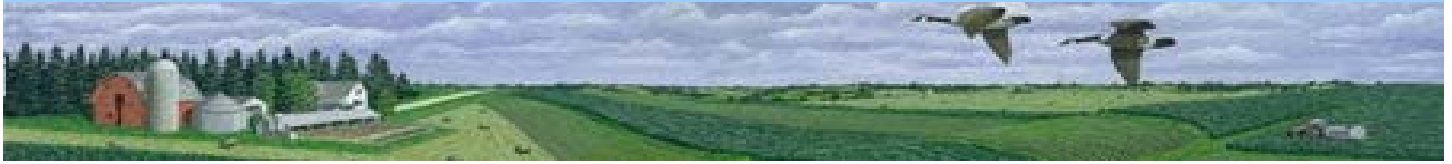


# BLACK CREEK WATERSHED COALITION



## Minutes of Black Creek Watershed Coalition

July 31, 2007  
Mill Seat Landfill

**Attendance:** Jennifer Balonek, Rochelle Bell, Joe Carr, Betsy Johnson, Robert Remillard, Lyle Warren, Larry VerWeire

**Guest Speaker:** Carol Zollweg

**Roles:** Meeting manager - Larry; Scribe - Rochelle

**Minutes of last meeting:** approved with no changes.

### Action items are underlined.

#### **Presentation by Carol Z. about interactive watershed map for blackcreekwatershed.org**

There are two decisions we need to make at the end of the talk: we have to choose a map platform and approve web page design. There are two platform choices: Google Maps and Google Earth. The following summarizes the characteristics and the pros and cons of each.

#### GOOGLE Maps

- ☐ Can see map alone, photo alone, or hybrid with each.
- ☐ Do not need to download file on personal compute to use Google Maps.
- ☐ Cannot get watershed boundary on map.
- ☐ Need to have a map for each layer or combination of layers.
- ☐ Don't have to leave blackcreekwatershed.org to see map.
- ☐ Only shows places we want to see.

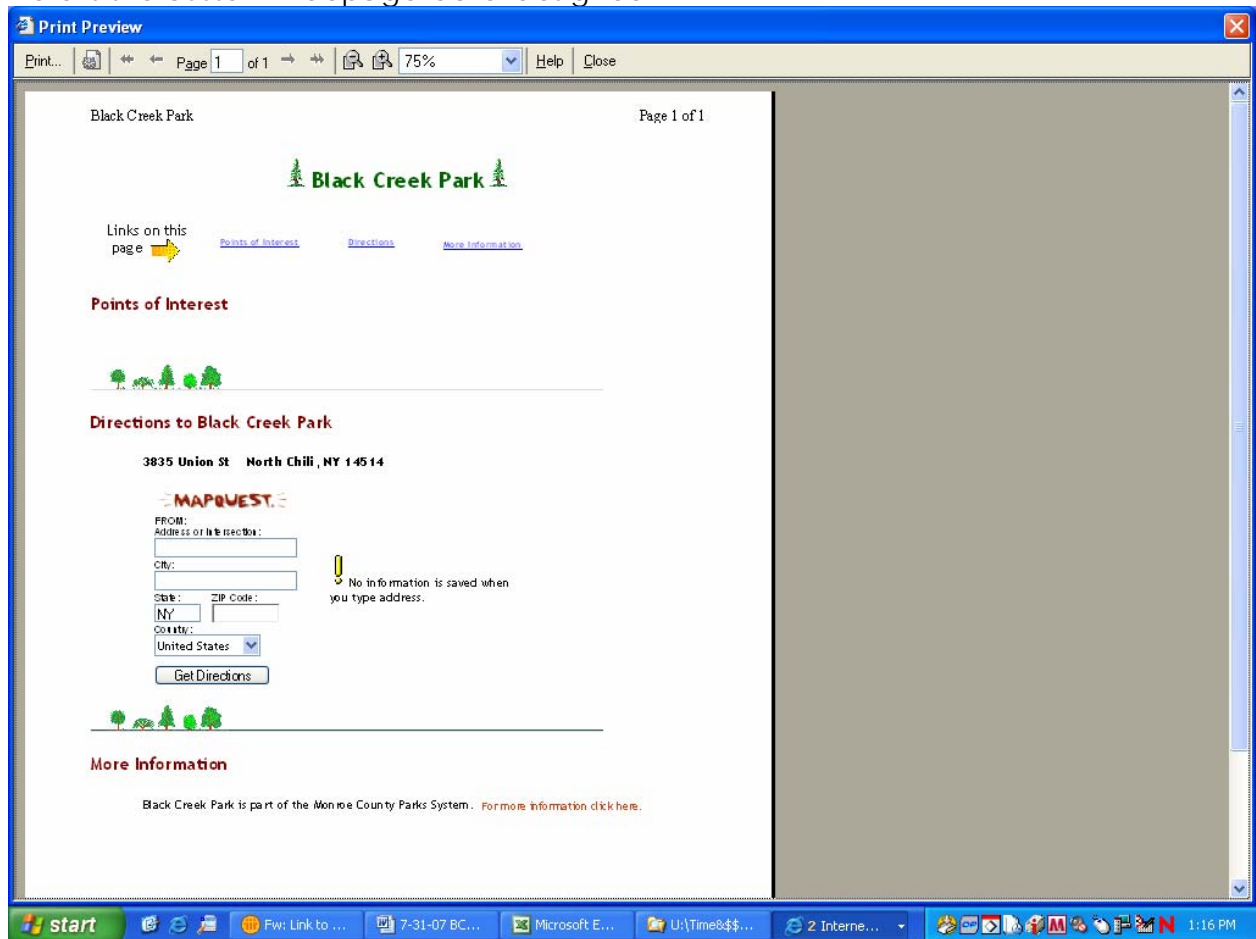
#### GOOGLE Earth

- ☐ Need to download file to use; may cause some difficulties on personal computers if not explained thoroughly.
- ☐ Can get watershed boundary on map.
- ☐ Can add legend to map.
- ☐ Code is easier for Carol to write than for Google Map.
- ☐ There are lots of things on the left side of the frame that we can't get rid of – it's a bit cluttered in that way.
- ☐ People can get distracted from the Black Creek Watershed and fly over to take a look at the Grand Canyon or the Eiffel Tower.
- ☐ We can easily click on map layers
- ☐ People can link to the map through the blackcreekwatershed.org website, but then move away from our website.
- ☐ Can see webpage on split screen.

### Each Platform

- ☐ Aerial images the same on each platform. The photos vary in quality as density of development and land use changes.
- ☐ Can connect to customized webpage from each platform.

Here is the custom webpage Carol designed:



Under Points of Interest there will be a list of text lines that we create, saying things like, "no playground by Sunnyside Lodge."

Under More Information there will be

- ☐ Links to websites (e.g. [www.monroecounty.gov/parks](http://www.monroecounty.gov/parks))
- ☐ Links to our own personal web pages (e.g. someone's photo album of Black Creek Park)

Everyone agreed that the web page concept is great. It's nice that it is consistent with blackcreekwatershed.org in style. It was suggested that "Directions" be moved to the bottom of the page, and that the difference in meaning between of "Points of Interest" and "More Information" be made clearer. Maybe "Points of Interest" could be named

something like "Interesting tidbits" while "More Information" could be named "Links to other Websites and Member Web pages"

Carol will make the changes suggested send the revision to Rochelle who will share it with everyone and collect comments.

Who will maintain web pages over time?

Carol needs a few things from the BCWC:

- ☐ The locations we would like mapped in x-y coordinates. We can get the coordinates at <http://mapki.com/getLonLat.php>
- ☐ Decide how we want our features layered (e.g. should "Parks" be one layer and "Boat Launches" be one layer, or do we want to combine "Parks" and "Boat Launches?" Layers will be listed on the left side of the web site and can be checked on and off.
- ☐ Information that makes our map more informative and useful.

Consensus on the map platform was: GOOGLE EARTH.

**Discussion on RFP for map guide:** After revising and reissuing the RFP, we received one response. Christine Sevilla proposed to work on the Map Guide with us for \$2,100. Everyone agreed to accept her proposal if George and Rochelle can work out a mutually agreeable payment plan. We have \$1,500 budgeted for the consultant, but we might be able to make up the \$600 difference in reduced printing fees or with money from the BCWC account or the EPF grant. Jennifer said she might be able to work with General Code's contract printers to have the map printed at the municipal fee level.

Since some of the data that goes on the website will be used on the Map Guides, it was determined that it didn't make much sense to get to work on the map Guide until the website data was compiled.

Rochelle will talk to George about choosing Christine, getting a contract in place and the time frame.

**Fundraising:** Rochelle reported that \$1080 had been donated in honor of the marriage of Aaron Fodge and Margit Henischel. We raised \$588 with our fundraising letter. Our total account balance is \$1,588.00

**Rochester Area Community Foundation:** Rochelle received a call from Ed Doherty at the RACF. He said they may have up to \$9,000 dollars in environmental funds for our project. He asked for a brief write up describing our watershed action plan and the grant we received from DOS including our sources of match. Rochelle took a summary document Dave Zorn had prepared and the EPF grant proposal and worked something to submit to Ed on the afternoon of his phone call. He thinks the RACF board will decide at their August 15 meeting.

**Display board locations:** Our list was updated. Rochelle will confirm that the Genesee County Soil and Water Conservation District has one of the small boards.

**Mill Seat Open House:** Larry will take the large display board and handouts and fundraising letters to the Mill Seat Landfill Open House on August 2, 2007.

**Chili streambank stabilization project:** Joe reported that Chili received the permit from the Army Corps of Engineers and so met with the engineer and SWCD to look at the design and visit the two sites. However, the next day DEC informed them that the permit application is incomplete. Joe is meeting with Fran Reese to rethink some issues. The group realized that Stottle Road needs work more urgently than Chili Road does; it has more than 100 feet of scour. They also figured out a simpler way to repair it.

They got an extension on the grant. They still hope to follow their original schedule and finish the work by October.

**Public meeting:** There is a public meeting on Tuesday, August 14 at the Gillam Grant Community Center about turning an old rail line into a trail. Rochelle will summarize the newspaper article brought in and e-mail it to everyone.

**Next meeting:** Wednesday, August 29, Genesee County Park and Forest. Rochelle will ask George to bring pizza. Rochelle will bring paper goods. Larry will bring drinks and ice. We will pass the hat to cover expenses. Everyone can bring dessert and salads if they care to.

**Next agenda:** The Park has a Friends group and they will be asked to make a presentation; Lyle will talk about the Village of Churchville charette/plan; and we'll discuss the web page and data collection.