

July 14 2026 | 📅 WCC Monthly Meeting

Attendees: Joshua Lincoln Malachi Brennan rdnorski@gmail.com Amy Marshall-Carney
Sille Lyster Larsen Lotta Lampela

Minutes:

- The Chair called the meeting to order at approximately 6:15 PM once Lotta and Malachi had joined. No members of the public were present or on the call.
- J.Lincoln motion to approve the minutes, S.Larsen 2nd - A.Marshall-Carney abstained. All others approved the minutes as written.
- **Communications:**
 - The Commission discussed rebuilding its public communications presence (Facebook, Instagram, and Front Porch Forum), which lapsed after the departure of the Commission's prior volunteer communications lead. Key points:
 - The Commission maintains Facebook and Instagram accounts (previously built to roughly 13 followers from a base of zero) but posting has been dormant since the prior comms lead left.
 - Content development — was identified as the real bottleneck; the Chair can handle scheduling and posting (roughly 15 minutes per post) once content is drafted.
 - The prior comms lead used a planning approach of batching content by theme (e.g., a 12-week content plan) and cross-posting/cross-sharing with partners such as Stowe Land Trust and Fish & Wildlife-affiliated pages.
 - Proper photo crediting is required to avoid copyright issues; the Commission has an in-house photographer (Josh) who is willing to contribute images, supplemented by properly credited free stock or partner photos.
 - Chair requested volunteers to help craft social media messaging on a regular basis; facebook, instagram, content development
 - Sille will be responsible for creating a social media plan and creating content. Malachi and Josh will help create content once a plan has been created.

- Amy will share the library of content and pictures, etc.
- Amy will publish created content to the respective channels.
- **Willing landowners to participate in NRI work**
 - Arrowwood Environmental has asked the Commission for outreach support to identify landowners potentially willing to conserve land, as Arrowwood is finishing its remote natural resource mapping and would like Commission input before it publishes results (targeted for release before August meeting).
 - The Commission contemplated – Should we share messaging around participation on FPF? How to target larger parcel landowners? Have we contacted the landowners on Perry Hill? (800 + 500 acres) – no!. Water works Land Inventory Assessment was completed by UVM students this past year. We don't have anything drafted yet for FPF.
 - Outreach will run on two parallel tracks: (1) a general Front Porch Forum / Facebook / Waterbury Roundabout public post, and (2) direct, personal outreach to identified large landowners (a more effective approach than a general callout, per the discussion).
 - The NRI can serve as a valuable resource for landowners by providing information that helps them better understand and steward their land. It can identify important natural resources, inform management decisions, and support long-term conservation planning. In addition, the information it provides can help conservation partners and landowners develop stronger, more targeted applications for conservation grants when interest and funding opportunities arise.
 - Josh, Lotta and Amy will work on content together in a sub-committee to develop communication content. Messaging should explain the practical benefit of the mapping/inventory and should be worded carefully to avoid alarming landowners — The Commission agreed this requires a deliberate, sensitive tone, and that Arrowwood likely has experience wording this appropriately from other towns
 - Places to share content: FPF, Waterbury Roundabout, facebook/insta and direct outreach to parcel owners. – will need different content.
- **Municipal Plan Input:**
 - Aspirations should be in “future tense” – not in present tense.

- We made additional changes - see [document](#)
- **Marty made a motion to adjourn 7:42p, a 2nd by Malachi. All in favor.**

Action items

- ☒ ~~Lotta to reach out to Arrowhead to ask about ideas for outreach to~~
- ☐ Lotta, Josh and Amy to draft language re: NRI in a sub committee to share with the rest of the committee
- ☒ ~~Amy to share prior social media planning materials, content calendar approach, and photo library/photo credit guidance with the new content working group.~~
- ☐ Amy to send WCC revised Natural Resource municipal plan chapter to Dana Allen & Neal Lietner