



ENVIRONMENTAL MANAGEMENT COUNCIL

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Environmental Management Council (EMC) Communications Working Group Meeting

Tuesday, August 15, 2023

Members Present: Catherine Mazzocchi, Darwin Kueng

Members Absent: Chana Friedenberg

EMC Member in Attendance: Gabi Dwyer

Staff Present: Brianna Rosamilia (DER)

Public: None

1. Roll call and meeting called to order at 5:31pm.
 - a. Quorum: Catherine and Darwin.
2. Creative Arts Contest strategic post for 2024
 - a. Brianna- submissions happened last minute. Need to take testing into consideration for next year, teachers were preoccupied during this time.
 - b. Catherine created a public/nonpublic school list of all teachers that we should reach out to. Beth (Comms director for the county) has a contact at Rockland BOCES she sent the application to as well.
 - c. Catherine: more variety this year, but still have consistent schools.
 - i. How do we reach out to more schools?
 - d. Should we partner with an earth day event next year and have that as the “submission”
 - i. Current process would stay
 - ii. Go to an event that already exists for earth day and have an opportunity for submissions to be created there
 - iii. Branding for the contest

- iv. Potential Locations
 - 1. Brick Museum has been doing an Earth Day event o/around 4/22 at Emiline Park
 - a. Do more research on this event—have marketing for parents and give kids the opportunity to create and submit at the event
 - 2. Or choose a park and have the event there
- 3. Tabling Events
 - a. CCE Rockland Sustainability Walk and Showcase (October 14, 10am-2pm)
 - i. One table for DER, but EMC is the only board tabling there.
 - ii. Highlight EMC work
 - 1. Tri-fold board collage (school science fair poster)
 - 2. Have a family activity – find these items, take pictures, and get it back to the table for a prize
 - 3. Scan a QR code, get a form where you can upload images too
 - a. Gabi/Darwin to look into Google Forms v Google Sheets
 - 4. What prizes can we get?
 - b. National Hunting and Fishing Day (September 23)
 - i. Attend this year as regular people and plan to table next year
 - c. Rockland County Youth Fest (November 19th at RCC Field House, 11am-3pm)
 - i. What the EMC can have:
 - 1. Sign up sheet for people interested in creative arts contest
 - ii. Biggest obstacles: does the EMC get a budget line? Brianna investigating
 - iii. Multiple DER agencies—a tag team event, multiple faces
 - iv. What information could we distribute to kids that is educational
 - 1. Something wildfire related?
 - 2. Keep it visual, Brianna has access to a color printer and we can laminate everything
 - 3. Brianna- Conservationist for Kids magazines that we will show kids
 - 4. Fun coloring page? Maybe find a cool coloring book and see what we can give out throughout the day
 - 5. Have some time to think out
- 4. Social Media Execution Approach
 - a. Brianna Update: looking for something to cut, paste and post.
 - i. We need an intro post explaining what the green spotlight program is, and a small blurb about what the green spotlight program is to add to each post.
 - ii. Do an excel doc
 - 1. Target date, organization name, information we want to use, box for the caption, linking photos (more photos the best)
- 5. Pollinator garden “marketing” and EMC branding
 - a. Catherine made a sign and sent it out for feedback. There is work to be done, but it is a starting point
 - i. Conversations with Nyack pollinator people (Beth/Glenn) (Nyack has a registered pollinator pathway association)
 - 1. Specifically Nyack, but pollinator pathway is a national organization. Maybe we start another pollinator pathway for Clarkstown
 - ii. Brianna: stick with the sign information, we can add to the sign later if we become a “pollinator pathway” member
 - iii. Comms to take a look at the thread
 - iv. Joanna mentioned using how a regular lawn can be turned into a home for native plants
 - b. Mulch email

- i. The pollinator pathway just wants the mulch to be as natural as possible, but there is nothing wrong with dyed mulch
 - c. Lets keep an eye on what certifications we could apply for
- 6. Public Participation
 - a. No public
- 7. Action Items for next full board meeting (Sept 13)
 - a. Address brick museum event for the creative arts contest
 - b. National Hunting and fishing day- we will attend but not table
 - c. Scavenger hunt checklist for CCE showcase
 - i. Putting together a tri-fold for that event
 - d. Tabling ideas for Youthfest- using the event as an email list builder
 - e. Pollinator garden: continue producing iterations on the sign, keep looking into certifications
 - f. Social media: creating excel spreadsheet for timeline and content of postings
 - g. Gabi to get nominated for Comms Committee
- 8. Adjourn
 - a. ***Darwin makes a motion to adjourn. Catherine seconded. Meeting ends 6:35 pm.***