

**INCENTIVES WORKGROUP
AGENDA
MEETING ONE
SEPTEMBER 11, 2009; 9:30 am**

- I. INTRODUCTIONS – 5 minutes
- II. REVIEW OF AUGUST 6, MEETING MINUTES – 3 minutes
- III. DISCUSS DRAFT CLASS B PARCEL DOCUMENT – 50 minutes
- IV. CONFIRM DATE / TIME / LOCATION OF NEXT MEETING – 2 minutes

Water Quality Management Fee Incentives Workgroup Meeting Notes September 11, 2009—Second Meeting

Schedule & Meeting Location

2nd and 4th Friday of Each Month at 9:30 a.m.
Next Meeting Friday, September 25th

Town Branch Wastewater Treatment Plant
301 Lisle Industrial Ave., Lexington, KY

Water Quality Management Fee Incentive Workgroup Voting Members

Kelly Breeding, Fayette County Schools
Patrick Brewer, LexMark,
LFUCG Councilmember Linda Gorton
Andy Haymaker, Representing Commercial Developers
Emma Tibbs, Representing Fayette County Neighborhood Council
Bob Wiseman, University of Kentucky
Knox van Nagell, Fayette Alliance
Vacant, Representative of Small Business Owner
Vacant, Representative of Major Institution

Others in Attendance

Chad Harpole, Commerce Lexington
Yvette Hurt, Lexington Tree Board
Shelby C. Jett, Citizen
Scott Smith, SMG
Amy Sohner, Bluegrass PRIDE

Staff

Charles Martin, Division of Water Quality
Julie Mantrom, Division of Water Quality
Cheryl Taylor, Department of Environmental Quality

Discussion

The Water Quality Management Fee Incentive Workgroup Voting Members (Workgroup) selected Andy Haymaker to be the Workgroup Chair.

Prior to the meeting, Charlie Martin distributed the draft Water Quality Management Fee Incentive Grant Program Application Packet for Class B Parcels for the Workgroup to have a “straw man” from which to develop the LFUCG Incentive Program/Application Process. The Workgroup discussed policy goals for the incentive program and considered the following:

- **Improving water quality should be the main purpose/goal of the Incentive Program—it is the primary objective of the Consent Decree (CD).**
 - Mitigating run off could be another major goal.
 - Flooding mitigation not a priority of the CD, but water quantity can impact water quality and it is important to the community.
 - The Incentive Program application should provide extra points for a project that makes improvements to watersheds with the most serious water quality problems.
 - It was clarified that watersheds could be ranked so points could be awarded to projects targeting the most serious problem areas.

- It was suggested that protecting watersheds that don't currently have a problem should also be an objective so we do not lose ground.
 - While surface streams are considered priority, it was noted that consideration could also be given to sink holes.
 - By Ordinance, the Water Quality Management Fee is only reduced when impervious surface is reduced—not all applications for the Incentive Program will necessarily reduce impervious surface.
- **Keep application simple so the process is not an impediment for businesses to apply.**
 - The Workgroup agreed to not over define application specifics, but to keep it flexible by emphasizing program goals and objectives.
 - Less detail in the application will encourage creativity and innovation.
 - The Incentive Program should encourage businesses to do something they might not ordinarily do in the course their regular business practices.
 - However, the Incentive Program should not just be an opportunity for a business to defray costs for something that was already planned.
 - The Incentive Program should be results driven rather than process driven.
 - The objective is to measure success whenever possible by results.
 - LFUCG must have access to projects to monitor/inspect.
 - The application/program should have a defined point system.
 - Provide information criteria or how funds will be awarded.
 - DWQ will review and select projects for award.
 - Award appeals can be made to the Water Board.
 - High profile projects could help promote the program.
 - Large signature projects could have the greatest impact and get more points.
- **Water Quality Education Programs**
 - Education can have the greatest impact, but not necessarily easy to measure.
 - Possibly measure results by improvements to water quality in area.
 - Possibly measure by reduced costs.
 - Neighborhood/Community education initiatives will be coordinated through the Division of Environmental Policy rather than use of the Incentive Funds.
- **Other Issues**
 - How long should people have access to capital?
 - Reimbursement program as currently proposed—okay?

The Workgroup generally agreed that project selection will be based on what we know today, and down the road through this process we will have a better idea of what works or has the greatest impact. Also, that it was important to get the program going, and the program will be refined down the road as the community learns more through successful programs and measurable outcomes.

Next Meeting

The Chair asked the Workgroup to review the draft Water Quality Management Fee Incentive Grant Program Application Packet for Class B Parcels, and be prepared to make recommended changes to it for the September 25th meeting. The Workgroup asked staff for information on links from other programs, and information on how the State Division of Water Quality Scores programs.