



DUTCHESS COUNTY MS4 COORDINATION COMMITTEE

EDUCATION & OUTREACH: Billboard Campaign

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The Dutchess County MS4 Coordination Committee is pleased to announce a billboard contest open to all Senior Citizens within Dutchess County.

What is an MS4? MS4 = Municipal Separate Storm Sewer Systems

In the 1970's the newly created EPA (Environmental Protection Agency) produced the Clean Water Act, which focuses on improving our environment and waterways. Over the last 4 decades, this has resulted in the EPA passing along regulations to States to enact and enforce protective measures to continue that mission. In New York, it is the NYSDEC (New York State Department of Environmental Conservation) who has passed those requirements down to designated Towns, Villages, Cities, Counties, State Agencies and School Districts. In Dutchess County, 14 Municipalities (Towns, Villages, and County) have worked together to form the Dutchess County MS4 Coordination Committee. The goal of this Committee is to combine resources for things like public outreach and education... which is why we are sponsoring a billboard campaign! One of our main goals is to make people think of rain water... what it washes away... what it takes away... and where it goes and dumps into our streams, creeks, rivers and the ocean... This year's campaign is focused specifically on what we can all do to help keep our waterbodies clean.

All entries are to be submitted by April 30, 2020 to me, the MS4 Committee representative, or to Dutchess County Soil & Water located at 2715 Rt 44 in Millbrook. Please contact me or DC Soil & Water (845-677-8011 ext 3) to arrange pick up, if necessary.

The Dutchess County MS4 will announce three prize winners by June 12, 2020:

- 1st Prize = \$500 + A Billboard in the County with the winner & Town/Village recognized
- 2nd Prize = \$300
- 3rd Prize = \$100
- The Town/Village of the first prize winner will also receive a \$100 donation
- All three prize winners will be utilized by the Dutchess County MS4 Committee for education and outreach. MS4 Municipalities may utilize their regional submissions, in

addition to the top three prize winners, for localized education and outreach.

We offer the following link to assist contestants with ideas for best management practices:

Dutchess County Soil & Water Conservation District:

www.dutchesswcd.org/ms4/

The link above will also provide this letter and the entry form for you to share.

If you have any questions, please do not hesitate to contact me (wlvigni@lagrangenys.gov) or Dutchess County Soil & Water (dcms4cc@gmail.com).

I look forward to having the opportunity to work with you! Thank you for your time and consideration!

Sincerely,

Wanda Livigni

CC: Billboard Campaign Subcommittee

Billboard Contest to Promote Stormwater Awareness



Sponsored by the Dutchess County MS4 Coordination Committee. Open to all Senior Citizens in Dutchess County.

The theme is "Do your part!" - the billboard message is to keep our water ways clean with simple solutions

Media & size: Watercolors, oil or acrylic paintings, drawings, photographs or computer painted art. All entries must be submitted digitally and on 10.5 in x 22.75 in paper. All entries must be able to be converted to a minimum of a 300 dpi .pdf. All paper submissions must have name & Town/City/Village where you live on the back.

Awards: County selected winners will be awarded \$500 for first prize; \$300 for second prize; \$100 for third prize. The Town/City/Village where the Senior Citizen lives will also receive a donation of \$100. County selected student winners will be announced by June 12, 2020.

Exhibition: The first prize County selected winner agrees to have their artwork utilized as a billboard with their name and Town/City/Village recognized. Second & third prize winners agree to have their artwork utilized for education and outreach with their name and Town/City/Village recognized. All contestants agree to allow each municipality to utilize their artwork for local education and outreach with their name and Town/City/Village recognized.

Entry Form: All works must have an attached completed submission form and are due to the Committee _____ by **April 30, 2020**.

Please fill out this form completely. Return **WITH YOUR ART WORK** to Wanda Livigni – Town of LaGrange Administrator of Public Works - by April 30, 2020.

Name: _____
(Please print)

Town or Village: _____

Contact e-mail: _____

Home Address: _____

Phone Number: _____

I give permission for my artwork to be utilized by the Dutchess County MS4 Coordination Committee and all participating Municipalities. I also give permission for my work, if selected, to appear on billboards, website, social media and for public education and outreach. Exhibitors agree to hold harmless the Dutchess County MS4 Coordination Committee or participating Municipalities for any and all liability to the artwork.

By checking this box, I also give permission for my name to be used on my artwork. If the box is not checked, then only the Town/City/Village will be recognized.

Contestant's Signature

Date