



Barnegat Bay Partnership
DRAFT Communications and Education Committee (CEC) Meeting Minutes
Meeting of January 19, 2012 (10:00 a.m.) – Ocean County Soil Conservation District

Present:

Members: Christine Raabe (OCSCD), Karen Walzer (BBP), Kyra Hoffmann (NJDEP)

BBP Staff (non-voting members): Martha Maxwell-Doyle, Stan Hales

Guests: Wes Dalzell (ReClam the Bay), Chris Claus (Ocean County Parks), John Leonard (Citizen Representative)

Members Absent: Mike Hunninghake (PPA), Angela Andersen (LBIF), Lisa Auermuller (JCNERR), Helen Henderson (ALS)

Review and Approval of December 1, 2011 Meeting Minutes

The vote to approve the last meeting's minutes was tabled for the next meeting since not enough members were present for a quorum.

New CEC Members

John Leonard, the Citizen Representative recommended by the CEC, attended the meeting and was welcomed as a new member of the CEC. Scott Bruinooge, who was not present at the meeting, will also be joining the CEC as the representative of Ocean County College. Chris Claus, Chief Naturalist of Ocean County Parks & Recreation, and Wes Dalzell, Education Coordinator for ReClam the Bay, have also been nominated as new CEC members. The CEC will vote on their membership at the next meeting, since a quorum was not present for this one. A suggestion was made to add a formal educator to the committee. Karen McKeon, a Curriculum Supervisor of Ocean County schools, was mentioned as a possibility. Maria Grace of Conserve Wildlife Foundation, who has attended several CEC meetings, was also discussed as a possible new member.

Actions: Ms. Raabe will contact Ms. McKeon about Ocean County schools representation on the CEC. Ms. Walzer will contact Ms. Grace about becoming a CEC member.

Communication Plan and the Strategic Plan (SP) Revision Process

There was a discussion about beginning the process of revising the Communication Plan (CP) based on the January 5, 2012 draft of the Strategic Plan (SP). It was decided that Ms. Walzer would email the CP and draft SP to the CEC members and request comments and suggested revisions back by the first week in February. A CEC subcommittee of any interested members will then meet to work on a draft of the new CP.

Actions: Ms. Walzer will email the CP and draft SP to CEC members and set a date for the subcommittee meeting once comments are received.

Minigrant Program Evaluation

Ms. Walzer reported on the results of the BBP minigrant program evaluation. A total of 84 projects have been funded in the last ten years. About one-third of the projects have continued to be implemented in some way. There was a discussion about how the minigrant program enabled groups and even individuals to get involved and get funding for smaller projects. Focusing on specific SP and CP priorities, requiring partnerships, and funding one or two larger projects as well as a few smaller ones were discussed. Any decision regarding the form that the CEC grant program should take in 2012 was postponed until the next meeting due to the lack of a quorum.

EPA Region 2 Environmental Quality Award Nominations

There was a discussion about submitting nominations for this annual award. Suggestions were made to nominate Pete McLain in the Individual category and ReClam the Bay in the Non-profit category.

Actions: Mr. Claus will get supporting documentation for nominating Mr. McLain. Ms. Walzer will do the same for a ReClam the Bay nomination, and she will submit the nominations by the due date.

Festival

The process for selecting the Guardian of Barnegat Bay award was discussed. Suggestions for soliciting nominations including sending an announcement to BBP email lists and posting a notice at libraries and municipal offices. After the nominations are received, the Advisory Committee will vote by email to make the selection.

There was a discussion about ideas for using the festival tents on Saturday. Suggestions were made to rent the tents to a local organization for a fundraising event, such as a fire company pancake breakfast.

Using a survey at the festival was discussed. Survey questions must be submitted to EPA for approval prior to using them.

Actions: Ms. Walzer will issue announcements about nominations for the Guardian of Barnegat Bay award. Ms. Hyle and Ms. Walzer will draft survey questions for submittal to EPA.

Advertising and Marketing

There was a discussion about ways to advertise the festival and the BBP message. Ocean County College provided preliminary cost information for advertising in local movie theaters for the month of May (~\$2,000 for 30 screens in three locations, Brick, Toms River, and Manahawkin). Other venues for advertising were also discussed. One suggestion was to contact the Ad Council about free or discounted advertising. Another was to contact WaWa about pricing on coffee holder ads. The consensus was to try a few methods and evaluate them for effectiveness.

Actions: Ms. Walzer will get final costs for the movie theater ads and email the CEC for a vote on the proposal.

CEC Projects

Native Plant Brochure: Judy DeFiglio continues to work on the plant list and sample garden designs. Ms. Raabe suggested contacting Barbara Phillips of NRCS about using USDA-NRCS plant database photos in the brochure. Mr. Claus offered to contact the Ocean County printing office about using their services to print the brochure.

Partner Updates

ReClam the Bay is developing a rack card with ten ways to help the bay. Mr. Dalzell asked CEC members to send any suggestions for the rack card. He also announced the Barnegat Bay Shellfish Restoration Program Open House event on April 24th at 7 p.m. at the Rutgers Cooperative Extension office in Toms River.

Ms. Raabe announced the annual Educators Roundtable will take place on April 25th at the Lighthouse Center and the second annual Soil Health Conference will be held on May 30th at Ocean County College.

Next CEC Meeting Date

The next CEC meeting will be on March 27, 2012 at the Ocean County Soil Conservation District office.