

BBP Communication and Education Committee Meeting
Pineland Commission Office
January 23, 2019

Attending Communication and Education Committee Members: Wes Dalzell (Chair; RCTB), Shari Kondrup (Co-Chair; BTMUA), Kaitlin Gannon (JCNERR), Becky Laboy (OCSCD), Lynette Lurig (NJDEP), Joel Mott (Pinelands Commission), GraceAnne Taylor (SBB)

Attending Guests: Jane Kunka (Suez), Ray LeChien (Barnegat Bay Watershed Ambassador), George Murnyak (Citizen Representative to BBP Policy Committee)

Barnegat Bay Partnership Staff in Attendance: Tina Barreiro, Dr. Stan Hales (*ex officio*), Betsy Hyle (*ex officio*), Karen Walzer (Staff Liaison)

Members on the phone: Angela Andersen (LBIF)

Guests on the phone: Karen Hershey (TR Chamber of Commerce)

Welcome and Introductions

The meeting was called to order at 9:30 a.m., and introductions were made.

Review of Draft Agenda and CEC minutes of November 14, 2018

There were no comments suggested for the agenda. In the November 14th CEC meeting minutes, Ms. Laboy would like to change a sentence in the “Partner Updates” section to read: “Through the Urban Agriculture Conservation initiative funded by National Association of Conservation Districts, OCSD has created a vegetable garden at Lakewood High School.” A motion to approve the draft minutes with that correction was made by Ms. Lurig, seconded Mr. Mott, and passed unanimously.

Discussion of Communication Plan Revision

Dr. Hales informed the Communication Plan will be revised as part of CCMP revision. The plan can be revised either before the CCMP is released or up to three years after. The older Communication Plan had been shared previously, and each section was revised. Ms. Walzer has those comments and will update the Communication Plan accordingly. Dr. Hales is hopeful the CCMP will be released next month.

Needs Assessment Recommendations

In response to significant comments received (purpose/utility of document, organization), Karen Greene (NOAA) has formed a working group to revise the Needs Assessment document. The working group will address focus and organization of the document.

CEC suggestions for the community outreach section of the Needs Assessment are as follows:

- Compiling and sharing Barnegat Bay literature. Ms. Hyle recommended reaching out to OC Library to have a summer reading list.
- Ms. Laboy would like to see more of the partners’ events on the Ocean County tourism website’s calendar.

- Mr. Murnyak suggested revising the document to more clearly identify priorities, resources, and achievable goals. He also proposed incorporating resource management data into the document showing how much was spent in the past and projections for future spending. He thinks the document needs to exemplify how we are going to achieve next steps. Dr. Hales suggested an option of creating a separate document that focuses more on resources and data.

BBP Education Report

Education and Outreach Retreat Update: The BBP Retreat will be held at the IBSP Interpretation Center on March 20th, 2019. This year's theme focuses on the "Interpretation of Science." The retreat's guest speakers include: Joel Mott, Angela Andersen, and Dr. Christine Thompson. Mr. Mott will present on the new exhibit at the Pineland Commission office. Ms. Andersen will speak about the making of the "The Oyster Farmers" documentary. Dr. Thompson will talk about oyster restoration research and her research team's upcoming oyster project starting this spring. Kelly Scott (IBSP Park Naturalist) invites Retreat attendees to visit OBA1 to view the space available for a future exhibit, and she welcomes the attendees' input for exhibit ideas. An activity to brainstorm ideas for the new exhibit will be part of the Retreat. Attendees should note that parking at the Interpretive Center is limited, and carpooling is encouraged. Ms. Scott will check with Friends of IBSP to see if a shuttle is available to use.

Partners exhibiting together at 2019 event: Members discussed options for cooperative exhibiting at upcoming events and composing a unified message. Ms. Hyle noted that green fairs and festivals are growing, and has begun compiling a master list of events to distribute to partners. Members agreed partners should have a more cohesive look and display at events. Ideas suggested at the meeting were as follows:

- Purchasing several travel-ready banner flags printed with a unified message, logo, or uniform coloring.
- Table top sized pop-up banners with a list of partners.
- Ask event organizers to place all Barnegat Bay groups in the same area at the events.
- A sign for partners to display at their office buildings printed with a unified message to identify the different partners.

BBP will work with the Ocean County College graphics department on some of these ideas. Any suggestions should be emailed to Ms. Hyle.

Guardian of Barnegat Bay awards: At the December 2018 STAC meeting, the 2018 Guardian of the Bay "Lifetime Achievement" awards were presented to Dr. Ron Baker and Gef Flimlin. On January 25th, 2019, the "Pete McLain Young Environmental Stewards" award will be given to "Reel Fun Fishing," the Lakewood Chapter of the Hooked on Fishing Not on Drugs (HOFNOD).

Volunteer Master Naturalist spring 2019 course: The BBP Volunteer Master Naturalist Course will be offered in the spring of 2019 by the Ocean County College Continuing Professional Education Department. The course will be taught by Becky Laboy. The press release had previously been distributed, and Ms. Walzer requested partners share this course information with their email lists. Further information on the course is on the BBP website.

Barnegat Bay Art Contest at Ocean County Teen Arts Festival: “Playing on the Bay” is this year’s theme for the BBP-sponsored Barnegat Bay Art Contest, which is part of Ocean County College’s Teen Arts Festival. High school students from within the Barnegat Bay watershed can submit their recreational themed artworks to the BBP by the end of February. The selected pieces will be displayed at the Teen Arts Festival March 19th and March 20th. Awards will be presented in April at the “Salute to Ocean County: Celebration of Arts & Heritage” at OCC’s Grunin Center. Ms. Walzer will send more information about this event closer to the date.

Partner Updates

LBIF: Ms. Andersen updated that 5,000 re-useable bags were provided to LBI residents to get rid of single use plastic rule. Some neighboring towns have a fee; some have a ban. Statewide organizations have asked them for statistics on litter – Ms. Andersen sees this as a hard way to look at it since not all towns have the ban.

BTMUA: Ms. Kondrup provided an update on the Metedeconk Restoration Plan – Brick Plaza is currently in Phase 2 with pervious pavement installed within the eastern parking lot and ongoing rain garden construction. The BTMUA has completed its BBP-funded grant project and submitted the final report. Ms. Kondrup is scheduling the BTMUA’s Weekend at the Reservoir programs, which run from May to September. She is also planning the BTMUA’s 5th annual Brick schools competition for a Metedeconk River Watershed mascot, slogan, and logo. BTMUA has been an EPA WaterSense partner for a year. During 2018, they distributed 135 informational handouts with topics about conserving water outdoors and indoors.

Citizen Representative: Mr. Murnyak attended the Berkeley Striper Club meeting in Seaside Park, NJ. The featured speaker was a conservation officer who talked about the fisheries enforcement program with examples of violations.

NJDEP: Ms. Lurig updated on the status of the Barnegat Bay Blitz. This year the DEP is moving its clean-up to the Delaware Estuary, calling it the “South Jersey Scrub.” The dates are April 7th - 14th, 2019, which coincides with watershed ambassador week. Ms. Lurig is hopeful to keep the Blitz going in the Barnegat Bay watershed. Dr. Hales informed the BBP is open to explore different ways to maintain the Blitz in some form. Ms. Andersen mentioned that during last year’s Blitz, Long Beach Township offered use of their drones and captured areas of marsh that were heavily polluted. Mr. Dalzell asked if this drone footage is available for a video, and Ms. Andersen will look into it.

OCSCD: Ms. Laboy informed this year’s NJ Conservation Poster Contest theme is “Life in the Soil: Dig Deeper.” The contest is open to students in grades 2-12. The deadline to submit entries to the OCSCD is February 28th, 2019. The OCSCD’s BBP-funded grant project has been completed. The Third Annual Jersey-Friendly Yards conference will be on October 19th, 2019. The OCSCD will be hosting its annual Environmental Educator Roundtable on April 17th, 2019. Keeping with this year’s Roundtable theme “Changing Climate, Changing Watershed,” Dr. Wnek will take groups to Cedar Bonnet Island and speak on the effects of sea-level rise on terrapin nesting. JC NERR will present on their SWMP program. Other speakers will include Todd Pover (Conserve Wildlife), Chris West (RCTB), Rose Higgins and Mindy Voss (NJ

SeaGrant), Martha Maxwell-Doyle (BBP), and Lisa Auermuller (JC NERR).

JC NERR: Ms. Gannon updated on upcoming educational programs for students, teachers, and the general public. The NJ Marine Education Association (NJMEA) is hosting its annual Teach at the Beach conference on May 10th, 2019, to be held at LBIF. For those interested, please go to NJMEA's website to register. JC NERR's sea-level rise game, "Sea How High," is now on their website. This game was developed in collaboration with a Rutgers Environmental Steward.

RCTB: Mr. Dalzell informed the Shellfish in the Classroom program is continuing this year. Currently, RCTB is renegotiating their MOU with Rutgers University.

SBB: Ms. Taylor spoke of other programs around the watershed: Community Garden Network of Ocean County, Toms River United Sustainability Green Team, and the upcoming Jersey Makers Fest event. A Manahawkin Girl Scout Troop will be hosting a community festival on May 19th as well.

Pinelands Commission: Mr. Mott informed members the new exhibit at the Pinelands Commission office is open from Monday-Friday, 9am-4pm. The 30th Annual Pinelands Short Course with Stockton will be on March 9th, 2019 with 25 new programs. This year's Summer Short Course will be held July 18th, 2019 at Stockton's Cramer Hall in Hammonton, NJ.

Adjournment

The meeting adjourned at 12:30pm.

Next meeting March 27, 2019