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**Barnegat Bay Partnership
Communications and Education Committee (CEC) Meeting Minutes
October 15, 2014 (9:30 a.m.) at BBP Office**

Present:

Members: Chris Claus (OC Parks), Lynette Lurig (NJDEP), Shari Kondrup (Brick MUA), Becky Laboy (OCSCD Alternate), Karen Walzer (BBP), Barbara Spinweber (EPA) by phone

BBP Staff: Stan Hales, Betsy Hyle, Erin Reilly

Guests: John Zingis, Cara Muscio (COA) by phone

Members Absent: Angela Andersen (LBIF), Wes Dalzell (ReClam the Bay), Scott Bruinooge (OCC), Helen Henderson (ALS), Joel Mott (Pinelands Commission), Lisa Auermuller (JCNERR)

Review and Approval of Meeting Minutes

Review and approval of the July and September meeting minutes were tabled until the next meeting since we did not have a quorum.

Communication and Education Grant RFP

The CEC discussed performance issues that occurred in the 2013 round of Communication and Education grants and decided to include “past performance” language in the 2015 RFP evaluation criteria. Karen explained how 2010 U.S. census data provided the basis for the wording of the target audiences based on municipal population and percentage of minorities. Shari pointed out that Howell or Freehold may also fall within one of these categories and should be added if that is the case. Barbara suggested adding another category to target any neighborhood or community group within the watershed that has Environmental Justice (EJ) concerns. EPA’s EJ staff will be consulted about the draft EJ wording. Prior to the meeting, Lisa had emailed a suggestion to strengthen the language about climate change as an overall topic by changing “should address” to “must address” it. Stan advised that Ocean County College is reviewing the RFP and that language changes may be necessary to make clear that it is distinct from other OCC RFPs and not subject to the same requirements. John suggested translating the RFP into Spanish. He has past experience using an online translator and recommends having the translation checked by a native speaker.

Action: Karen will make the revisions to the draft RFP and look into getting it translated into Spanish.

2015 Education and Outreach Retreat

The CEC started planning for the 2015 E & O Retreat. A change of date from January to March and a change of venue were both discussed. Chris suggested having updates on the latest Barnegat Bay research at the retreat. Lynette said the DEP research projects may be completed

and ready for presenting by March. Other potential speakers suggested were the Save Barnegat Bay student grant researchers and Conserve Wildlife Foundation scientists. Erin spoke about the concept of Ignite Talks – 20 slides, 15 seconds each, for a 5 minute talk, and there was a discussion about having the speakers present in that format, followed by a question and answer session.

Action: Karen will explore venue options and possible dates in March.

DEP Education Update

Next spring's Barnegat Bay Blitz is tentatively scheduled for the first week of June, which is right before the Barnegat Bay Festival. Lynette asked for suggestions for the Blitz kick-off location. She showed the almost completed video of the 2014 rain barrel challenge tour. The packets for the 2015 rain barrel challenge will be sent out in a couple of weeks. There will be a different voting structure in 2015, with four separate categories so that smaller groups have a chance to win.

BBP Education Updates

Work continues on the Jersey-Friendly Yards website. The BBP is hosting the 2014-2015 Barnegat Bay watershed ambassador, GraceAnne Taylor. She was unable to make it to this meeting, but will attend the November meeting. Betsy said the Aqua Kids TV show episodes recorded during the summer started airing in October and will be available to view online (links from the BBP website). The Pete McLain tribute video will be shared on YouTube. Betsy also asked for suggestions about food trucks to add as vendors at next year's festival.

Partner Sharing

OC Parks (Chris): Ocean County Parks and Recreation is now responsible for managing agency Ocean County Natural Lands Trust properties. Chris met with the Point Pleasant Home Owners Association about using native plants in their landscaping.

BBP Citizen Representative (John Zingis): John talked to employees at an OceanFirst bank branch on Adamston Road in Brick about preserving a patch of milkweed growing there and will be meeting with them to discuss establishing a native plant garden to replace some lawn area.

BTMUA (Shari): Shari talked about the harvesting of milkweed pods. There is a company that buys them and uses the fluff in pillows and other parts of the plants. She will bring more information about it to the next meeting.

COA (Cara): Anyone interested in hosting a site or being a captain for the October 25th Beach Sweeps should contact COA. The BBP is hosting one at Brown's Woods Preserve.

Next CEC meeting

The next meeting will be on November 19, 2014.