



Barnegat Bay Partnership
DRAFT Communications and Education Committee (CEC) Meeting Minutes
October 23, 2013 at BBP Office

Present:

Members: Wes Dalzell (ReClam the Bay), Lisa Auermuller (JCNERR), Christine Raabe (OCSCD), Karen Walzer (BBP), Chris Claus (OC Parks), Helen Henderson (ALS), Lynette Lurig (DEP Alternate), and the following by phone: Peter Brandt (EPA), Barbara Spinweber (EPA Alternate), Joel Mott (Pinelands Commission)

BBP Staff: Betsy Hyle, Stan Hales

Guests: Jeanne DiPaola (OC Tourism)

Members Absent: Angela Andersen (LBIF), Scott Bruinooge (OCC), Kyra Hoffmann (DEP), Joel Mott (Pinelands Commission), Chelsea Simkins (MTA), Patti Resto (Brick MUA),

Review and Approval of Meeting Minutes

Mr. Mott made a motion to approve the July and September meeting minutes, seconded by Mr. Claus, all in favor.

2014 Education and Outreach Retreat

The CEC had a discussion about ideas for the next retreat. One suggestion was a stewardship theme – increasing awareness through participation in stewardship activities. Another was to explore having the retreat at the Lighthouse Center and volunteering to work on projects at the center in the afternoon. The possibility of having it on a Friday with an optional overnight stay into Saturday was also discussed.

Action: Ms. Walzer will send a Doodle poll to select a date for the retreat. Ms. Raabe will bring the idea of having the retreat at the Lighthouse Center, with volunteer work in lieu of rental fees, to their November board meeting.

Festival

The 2014 festival is scheduled for June 1. Ms. Hyle reported that after accounting for available funds, approximately \$5000 in additional funds will be needed for the festival. She has met with representatives from the Toms River and Ocean County Chambers of Commerce to discuss the possibility of their sponsoring the tents at the festival and their using the festival as a kick-off to the tourism season. Ms. Hyle has also been representing the CEC at meetings of the Barnegat Bay Foundation. She reported the BBF is planning to cover some festival costs in exchange for using the tents for a Gala on the Friday before the festival. The foundation will be soliciting donations towards funding the festival and gala. Ms. Auermuller suggested home-raising contractors as possible sponsors of the festival. Ms. Hyle may also increase vendor fees and plans to apply for another Ocean County Tourism grant to help fund advertising (postcards, posters, place mats). Mr. Claus offered to look into having Ocean County Park system vans provide free shuttle service at the festival. Ms. Hyle asked for ideas about free programs that can

be added to the festival. Mr. Claus offered fish printing activity materials if BBP supplies the volunteers. There was discussion about finding an interested nonprofit to sponsor a 5K race as a Saturday event before the festival. CEC members selected the lower right panel on the Protect Our Bay poster as the graphic for the next festival.

Actions: Ms. Hyle will contact the BBF and possibly Save Barnegat Bay to gauge interest in organizing a 5K race on Saturday. She will also send an email to the CEC asking for ideas for the festival poster tagline.

DEP Education Update

Ms. Lurig reported that DEP has announced the rain barrel challenge and the theme is harvesting the bay and recreation. Schools have until November 15th to apply for a rain barrel, with up to 8 available to each school district (however, only one per district can be submitted to the contest). The DEP will distribute the rain barrels, which are donated by Ocean Spray or Coca Cola. Ms. Luring is exploring the possibility of having some of the rain barrels displayed at businesses through Conserve Wildlife Foundation's "Businesses for a Healthier Barnegat Bay" initiative.

CEC Grant to LBIF

Ms. Walzer asked for CEC input on a request from the Long Beach Island Foundation of the Arts and Sciences to change the scope of work for their CEC grant funded project. Due to low attendance by Spanish-speaking individuals during the Discovery Day programs this summer, the LBIF is proposing to use the remainder of the grant funds to purchase and install interpretive signs in both English and Spanish at the LBIF. The revised proposal also includes printing a flyer to reach out to the Spanish-speaking population about the signs and sharing the sign information on websites. The CEC discussed the proposed changes and determined that the original focus of the project (to provide programs for Spanish-speaking individuals in the community) would not be satisfied by just funding signs. The CEC suggested taking the programs out to the Spanish-speaking population (such as to churches, community centers) and/or providing transportation to the LBIF.

Actions: Ms. Walzer will communicate the CEC's determination to the LBIF and request a financial breakdown of the spending of grant funds to date.

SHIP Display

The CEC discussed funding the purchase of a second SHIP display as a traveling exhibit that can be borrowed by partners. The original will be displayed at Jakes Branch County Park; the second one will be owned by the BBP and made available to partners. The CEC approved using Communication Plan funds for the purchase. The display will help support education about soil health as in LU5 of the Communication Plan.

Action: Ms. Auermuller will send ordering contact information to Ms. Walzer, who will order the display for the BBP.

Communication Plan Revisions & Communication Disclaimer

The CEC recommended emailing the latest draft of the Communication Plan to CEC members with a deadline for final comments. The final draft will be presented to the CEC for a vote of approval, and then presented to Advisory Committee members for their approval at the next AC meeting (sometime in November).

Dr. Hales discussed drafting disclaimer language to be used when the BBP distributes information for our partners. The disclaimer will inform recipients that the BBP is sharing the

information for the purposes of discussion and the views expressed are those of the partner. Dr. Hales will send a draft to the CEC for approval before submitting it to the AC.

Action: Ms. Walzer will email the Communication Plan draft to the CEC requesting all comments back by November 1. Dr. Hales will draft a disclaimer for CEC review.

New Business

Ms. Walzer informed the CEC about a new Peconic Estuary Program initiative to fund up to \$500 for landscape makeovers within a specific subwatershed by using native plants, rain gardens, and rain barrels. There was a discussion about starting a similar program in the Barnegat Bay watershed.

Partner Updates

Ms. Henderson informed the CEC that as part of its 319 grant, the ALS is planning a forum in late February for municipalities and is looking to include a Sustainable Jersey component. Mr. Brandt asked to be kept informed, since he is reaching out to municipalities about the EPA's Green Infrastructure initiative.

Ms. Auermuller informed the CEC about "Rebuild by Design," a Sandy recovery design competition, and will send information about "Rebuild by Design" public receptions for distribution to the CEC.

ReClam the Bay has donated about 800,000 clams and about 300,000 oysters to commercial growers who suffered losses during Sandy.

Next CEC meeting

November 13, 2013 at 9:30 a.m. at the BBP office