



**Barnegat Bay Partnership**  
**DRAFT Communications and Education Committee (CEC) Meeting Minutes**  
**Meeting of October 4, 2011 – Ocean County Soil Conservation District**

**Present:**

**Members:** Angela Andersen (Long Beach Township), Lisa Auermuller (JCNERR), Karen Walzer (BBP), Helen Henderson (ALS), Kyra Hoffmann (NJDEP)

**BBP Staff** (non-voting members): Mary Judge, Betsy Hyle, Stan Hales

**Guests:** Tanya Oznowich (NJDEP)

**Review and Approval of August 16, 2011 Meeting Minutes**

Ms. Auermuller made a motion to approve the minutes of the August 16, 2011 meeting, seconded by Ms. Andersen, all in favor.

**Review of Submissions for Citizen Representative to Policy Committee (A. Andersen)**

The nominations for the position of Citizen Representative to the Policy Committee were reviewed by the CEC in preparation to making a recommendation to the Advisory Committee. A rubric with the Citizen Representative qualifications and a point system was used to rank the applicants. Based on the ranking, the candidates to be scheduled for a personal interview with members of the CEC are Mr. Ruhman, Ms. O'Malley, Mr. Lehman, and Mr. Leonard. A standard list of interview questions was developed during the meeting. The committee also discussed presenting an award to Tom Fote for his years of service on the Policy Committee.

**Actions:** Ms. Judge will type up the list of questions and distribute to the CEC for a final vetting.

**Communication Plan and the Strategic Plan Revision Process (S. Hales)**

Comments have been received from partners on revisions to the 2008 - 2011 Strategic Plan, and the revised draft document has been distributed. Two meetings (facilitated by Marty McHugh of McHugh Environmental) have been scheduled to update the document. Any revisions to the CEC Communication Plan will be based on the outcome of the strategic planning process.

One goal during the revision process is to better align the Strategic Plan with the BBP Work Plan. The EPA is moving the strategic planning process to every 4 or 5 years as part of the NEP re-authorization.

During the revision process, specific roles and responsibilities of being a partner will be revisited. Other organizations have expressed an interest in becoming new partners of the BBP, including the Pinelands Commission.

**2007 Grant Funds – CEC Input/Proposals (A. Andersen)**

The BBP has a one-year extension to expend these funds (October 2012). The BBP will reach out to other partners to leverage the funds. Ms. Henderson suggested developing a program for municipal engineers (who are now required to get professional development credits) about review of approved municipal stormwater plans in the context of the stormwater rules. She also suggested workshops about low-impact development. Ms. Auermuller would share her database if a program is developed.

**Actions:** All potential projects should be relayed to Ms. Walzer.

### **CEC Projects Update (K. Walzer)**

*Native Plant Brochure:* Ms. Walzer met with the college graphic arts department and with Judy DiFiglio, who has begun work on the native plant brochure. The CEC discussed where and how to offer a list of resources, as well as upcoming workshops. A suggestion was made to add a category of existing native plant gardens that could be toured, to include all the school gardens/rain gardens funded by OCSCD, the ALS Maris Stella garden, the Seaside Park minigrant walking tour, gardens at LBIF, and the Jakes Branch/OC Parks native plantings. In addition, native plant projects throughout the watershed could be mentioned, such as the FREC program with schools planting Atlantic white cedars. A suggestion was made to fill in the blank space on the back page with a glossary of terms.

**Actions:** Ms. Walzer will speak with Ms. Doyle about a previous conversation related to providing resources on the brochure or leaving them off.

*Trader's Cove:* Ms. Walzer met with Ms. Paxton, who has drafted a letter to send to partners asking them to provide the text, photos, and diagrams they would like to see on proposed signage at Trader's Cove. The preliminary list of partners and topics was discussed, as well as the need for a design standard and specific sign locations.

**Actions:** Ms. Walzer will ask Scott Bruinooge to create a template to achieve standardization – keeping in mind half pictures/half words is best.

*Clean Water NJ.org:* The NJDEP is more than willing to incorporate any changes we would like to see in their brochure if we deem it a good program to promote.

*King Tide Photo Contest:* Members of the committee were asked to help promote this contest.

*Educational Resource Guide Update:* Members of the committee were asked to help update this guide.

**Actions:** Ms. Walzer will send an email to the BBP's Education and Outreach contacts asking them to take a look at the guide and respond with any updates or additions.

*Festival:* Betsy had Scott Bruinooge design next year's festival logo, and a vendor card has been distributed at a variety of venues.

*E&O Retreat:* A discussion was held regarding a possible date and format for the Retreat. The Strategic Plan should be completed by that point, and a brief summary could be presented. A suggestion was made to get a commitment from anyone taking a lead role in the Strategic Plan to come network with people, possibly through break-out sessions; this could also be a start for revisions to the communication plan. Another suggestion was made to discuss messaging within the different strategic plan priorities (eutrophication, land use, water supply).

Other possible topics were discussed, including climate change and the value of ecological services. The committee liked Ms. Auermuller's suggestion of having attending organizations talk about their latest initiatives in a rapid-fire format with 5 minutes and 3-5 PowerPoint slides for each. Also, Ms. Oznovich could give an update on the state's Barnegat Bay Action Plan. A decision was made to set the date for the retreat on Wednesday, January 11, 2012 and for the BBP to send out a "Save the Date" email. Possible sites were discussed, including the Lighthouse Camp, Maris Stella, and Murray Grove.

**Actions:** Ms. Andersen will send a link to the committee for a software tool for ecological valuation. The BBP will send a "Save the Date".

### **DEP/Barnegat Bay collaboration (T. Oznovich)**

Ms. Oznovich reported on the meeting with the Ocean County school superintendents that morning. The County Superintendent agreed to send a NJDEP Barnegat Bay Education e-document to their faculty. A "Barnegat Bay Watershed Resources for Environmental Education" handout was circulated. Ms. Oznovich tried to make sure every organization on the CEC was listed. A variety of changes to the document were discussed, including a notation about the Barnegat Bay Watershed Educational Resource Guide, and a suggestion was made about adding it to a list-serve for educational opportunities for teachers. The document is being sent to the County Superintendent's office tomorrow for circulation.

Ms. Oznovich also discussed progress on the Barnegat Bay Blitz event. The group discussed how to make it a learning experience and not just a cleanup, and Ms. Oznovich requested feedback from the committee about the event. She also discussed Kerry Kirk Pflugh's efforts to arrange for Barnegat Bay-themed interviews on the "Eye on Ocean County" cable show. The interviews are currently being taped; topics include education (with a focus on shellfish restoration), rain gardens, and water monitoring.

A suggestion was made to have a BBP display at the upcoming ANJEC and ANJEE conferences.

Ms. Oznovich discussed the certification for commercial fertilizer applicators and asked that it be promoted through the BBP newsletter. The NJDEP will create an announcement to reach out to the smaller landscapers. The NJDEP is also working on an outreach campaign to boaters during the winter – dealing with sensitive habitat, clean boating practices, and pumpouts. Partners have been found to finance a reprint of the pumpout boat guide. Discussions at NJDEP about additions to the Marine Police educational materials have also occurred.

Many entries for the Governor's Excellence Awards were received from the Barnegat Bay.

**Actions:** Ms. Oznovich will provide the BBP with copies of the bay-related applications after the review process is completed. She will also send some information to the CEC about a museum-quality, rentable, portable 3-D watershed display.

**Next CEC Meeting Date:** A conference call on October 27<sup>th</sup> will focus on the nominations for the Citizen Representative and the Policy Committee meeting. An additional conference call will be held on October 6<sup>th</sup> with Ms. Auermuller, Ms. Andersen, and the facilitator of the Strategic Planning process, Marty McHugh.