



**Barnegat Bay Partnership
Communications and Education Committee (CEC) Meeting Minutes
November 13, 2013 at BBP Office**

Present:

Members: Angela Andersen (LBIF), Wes Dalzell (ReClam the Bay), Christine Raabe (OCSCD), Karen Walzer (BBP), Chris Claus (OC Parks), Kyra Hoffmann (DEP), Lynette Lurig (DEP Alternate), Chelsea Simkins (MTA), Joel Mott (Pinelands Commission) by phone

BBP Staff: Betsy Hyle

Guests: Ed Hale (IBSP), Rick Bushnell (ReClam the Bay, LBIF), Katie Barnett (NJDEP)

Members Absent: Lisa Auermuller (JCNERR), Scott Bruinooge (OCC), Patti Resto (Brick MUA), Helen Henderson (ALS), Peter Brandt (EPA)

Review and Approval of Meeting Minutes

Ms. Raabe made a motion to approve the October meeting minutes with minor edits, seconded by Mr. Dalzell, all in favor.

2014 Education and Outreach Retreat

The CEC discussed planning of the retreat. The possibility of having it at Island Beach State Park and planting dune grass as a stewardship activity, with an option of staying overnight, was discussed. CEC members suggested several potential speakers, including Chris Miller (NRCS) about the Cape May Plant Materials Center, Louise Wootton (Georgian Court University) on the topic of dune restoration, and BBP's Martha Maxwell Doyle about wetlands monitoring and living shorelines.

Action: Ms. Walzer will contact speakers and make other arrangements for the retreat.

Festival

Ms. Hyle asked for suggestions about festival sponsors and reported that the Barnegat Bay Foundation offered to fund the amount not covered by other sponsors. She will be sending an email to CEC members to vote for the festival tagline. The CEC discussed ideas for new exhibitors and vendors that fit in with the poster panel image being used with this year's festival advertising. Ideas included kite vendors, beach tag art, lifeboats, and field guides. Mr. Claus reported that Ocean County Parks will provide the services of their vans to shuttle people around the festival.

Action: Ms. Hyle will email CEC for the tagline vote.

DEP Education Update

Ms. Lurig and Ms. Barnett reported that fifty-two rain barrels have been submitted so far in the spring 2014 rain barrel challenge, which has the theme of Barnegat Bay as a resource. There

was a discussion about the problem of people using rain barrels as trash cans. One suggestion was creating a sign or barrel sticker reading “Don’t trash me, I’m a rain barrel.” In the fall, the Blitz will consist of a public lands clean-up. Mr. Claus suggested including Ocean County Natural Lands Trust properties in the fall Blitz. Ms. Lurig and Ms. Barnett are assisting Conserve Wildlife Foundation with planning of its business forum in March, part of a CEC-funded project to reach out to businesses. Barrels from the contest will be exhibited at businesses in the watershed. They asked for suggestions for speakers at the forum. Ms. Lurig reported the DEP will be issuing a new 319 grant RFP which has an education component. The first draft of a DEP website about responsible building is now undergoing legal review.

CEC Grant to LBIF

Mr. Bushnell reported on the LBIF grant. The LBIF plans to improve contact with Spanish-speaking populations by reaching out to families through educational programs at schools and churches. The LBIF is also researching transportation options to make it easier for people to get to the LBIF for visits.

Communication Plan Revisions & Communication Policy

The CEC approved the draft Communication Plan unanimously. CEC members reviewed draft language for the Communication Policy and suggested mentioning social media in the policy.

Action: Ms. Walzer will revise the Communication Policy and submit the Communication Plan draft to the Advisory Committee for approval.

New Business

Mr. Bushnell reported on a new LBIF initiative to provide information about responsible landscaping and rebuilding. The LBIF is planning a home/garden event in late May or early June. The event will have hands-on displays, interactive demonstrations, and exhibits by architects, builders, landscapers, and contractors. Mr. Bushnell said the event will be something that can be replicated in other parts of the watershed.

Next CEC meeting

There will be no meeting in December. The next meeting will be on February 19, 2014.