



**Barnegat Bay Partnership
Communication and Education Committee Meeting**

November 13, 2019 at 9:30 a.m.

Ocean County College, Technology Building, Room 107

Call-in number: 732-255-0428

Attending CEC Members: Shari Kondrup (Chair, BTMUA), Chris Claus (Ocean Co. Parks and Recreation), Wes Dalzel (RCTB), Becky Laboy (OCSCD), Lynette Lurig (NJDEP), Amber Mallm (Monmouth Co. Planning), Barbara Spinweber (USEPA), Karen Walzer (BBP Staff Liaison)

On the Phone: Peter Brandt (USEPA), Joel Mott (NJ Pinelands Commission)

Attending Guests: Bruce Beveridge (Barnegat Bay Shellfish)

Barnegat Bay Staff in Attendance: Tina Barreiro, Dr. Stan Hales (*ex officio*)

Absent CEC Members: Kaitlin Gannon (Co-Chair, JCNERR), GraceAnne Taylor (SBB), Kelly Scott (IBSP), Angela Andersen (Long Beach Township), Chelsea Kulp (NJ American Water), Dr. John Wnek (OCVTS)

Welcome and Introductions.

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

Review of Draft Agenda, CEC Minutes of September 25th, 2019, and 2020 CEC Meeting Schedule.

Prior to the meeting, one correction for the September 2019 CEC meeting minutes was submitted to Ms. Walzer and the correction made to the minutes. A motion to approve the draft agenda and September 2019 meeting minutes as corrected was called by Mr. Dalzell, seconded by Ms. Lynette, and approved by consensus.

Ms. Kondrup proposed changing the 2020 CEC meeting schedule to have meetings on the alternate month as the Advisory Committee in order to allow for more timely AC votes on CEC matters. After discussion, Mr. Claus made a motion to approve the 2020 CEC meeting schedule changes. The motion was seconded by both Mr. Dalzell and Mr. Mott, and approved by consensus. In 2020, meetings will be on the fourth Wednesday in February, April, June, August, October, and on the third Wednesday in December.

CCMP Update. S. Hales

A BBP draft of responses to the CCMP comments has been approved by the AC. Dr. Hales has submitted revised drafts for each CCMP chapter to the EPA. BBP staff are working on ancillary sections (glossary, list of abbreviations and acronyms, *etc.*), and expect to complete these sections by early next week. The revised version will be sent to the EPA and DEP for their expedited review. The CCMP release date is being kept flexible pending completion of the reviews.

The BBP has been working on a CCMP trifold brochure designed to give a succinct summary of the CCMP to the public.

Next Communication and Education GFO.

The CEC has a total FY2020 budget of \$45k available for Communication and Education grants. At the March 2019 meeting, the CEC approved allocating \$15k of this budget to fund a consultant to develop a BBP communication and marketing plan, which was one of the recommendations resulting from the BBP's Needs Assessment meeting. The remaining \$30k will be available for the 2020 Communication and Education GFO.

Streamlining the GFO process: Members discussed making the application process simpler and easier for applicants, especially for non-profits staffed primarily by volunteers. A small subcommittee was created to work on streamlining the application; Mr.

Dalzell, Ms. Spinweber, and Ms. Walzer have volunteered for the subcommittee so far.

Priority topics and audiences: Ms. Walzer distributed an “Education and Outreach Actions in the 2019 CCMP” document, highlighting the CCMP actions that pertain to education and outreach. The CEC used this document and the 2017 Communication and Education GFO during a discussion of priority topics and audiences for the 2020 GFO. The CEC agreed that Environmental Justice communities should remain as one of the target audiences. Members also discussed possibly increasing the minimum grant amount per project to \$5k and possibly allowing applicants to partner with organizations from outside of the watershed.

Action: Ms. Spinweber will submit specific EPA language/terminology to Ms. Walzer for the GFO.

Action(s) for committee: Ms. Walzer requested that CEC members email their top three choices for priority topics and target audiences for the 2020 GFO to her by Wednesday, November 20th. She will work on a draft 2020 GFO.

Tentative schedule: The CEC discussed announcing the proposed GFO in February or March 2020 and setting a proposal due date for some time in May 2020. The target date for finalizing the grants will be August 2020.

Nominations for Alternate Citizen Representatives.

Prior to the meeting, Ms. Walzer digitally distributed a draft document for submission of nominations for BBP Alternate Citizen Representative(s). The draft nomination document, which includes the criteria and responsibilities of this volunteer position, was approved by the CEC. Ms. Luring made a motion to announce the call for nominations for alternate citizen representatives, seconded by Ms. Spinweber, and approved by consensus.

During the discussion, a suggestion was made to add the Citizen Representative as a voting member of the CEC.

BBP Outreach Report. Ms. Walzer

The Advisory Committee voted by email to select the 2019 Guardian of Barnegat Bay award recipients. The “Lifetime Achievement Award” will go to Dr. John Wnek. Based on a tie vote, there will be two recipients of the Pete McLain Young Environmental Stewards Award – Hailey Conrad (who worked at IBSP) and the Cattus Island Junior Naturalists. A suggestion was made to present the awards at the next OCSCD Environmental Educators Roundtable, which is on Earth Day 2020.

Rain Barrel Challenge: The BBP will be organizing the Rain Barrel Challenge in 2020. The DEP will continue to support the challenge by providing the rain barrels and other assistance. This year’s theme is “Earth Day 2020: Celebrating 50 Years of Protecting the Environment.” Participating schools and organizations are encouraged to pick up their barrels. The finished rain barrels will be voted on by how well the art work reflects the theme and overall creativity. The winner will be selected by the CEC and announced in May 2020.

Don’t Harass the Seagrass Initiative: The CEC discussed a new outreach initiative for protecting seagrass based on the “Don’t Harass the Seagrass” graphics designed by Squid Toons as part of a Barnegat Bay seagrass research project.

Action: Ms. Walzer will distribute the Rain Barrel Challenge announcement and the links to the “Don’t Harass the Seagrass” graphics to the CEC.

Planning for 2020 Education & Outreach Retreat: The CEC discussed scheduling the Retreat in March. Suggestions for themes included bringing Barnegat Bay education and outreach resources up to next generation science standards and the “don’t harass the seagrass” initiative.

Update on BBP Marketing Plan RFP.

The communication and marketing plan still needs further refinement before its release.

Partner Updates and New Business.

RCTB: The upwellers are done for the season. Currently, RCTB is gearing up for their Shellfish in the Classroom program. RCTB now has a speakers’ bureau available; if any organizations need speakers for upcoming events/conferences, please contact Mr. Dalzell.

NJ Pinelands Commission: Mr. Mott reminded members about the new series of programs being held at the Pinelands Commission office, as well as next year’s 31st Annual Pinelands Short Course to be held March 14th, 2020 at Stockton University.

OCSCD: Ms. Laboy updated on the success of the October 19th Jersey-Friendly Yards (JFY) conference. A recent presentation by the OCSCD and BBP on the JFY program was well-received at the Watershed Institute's Watershed Conference. The BBP, OCSCD, and JCNERR are partnering to offer a series of JFY programs in February, 2020. The OCSCD's 23rd Annual Environmental Educators Roundtable is set to take place on Earth Day, April 22nd, 2020 at the Lighthouse Center in Waretown. This year the roundtable will emphasize STEAM-based presentations and next generation science standards.

OC Park: Mr. Claus informed the old boat house at Lake Shenandoah County Park will be renovated, part of which will be turned into a visitors center. He will be presenting on the Barnegat Bay to an environmental science class in Manahawkin. This winter, Mr. Claus and OC Park staff will create new park trails and continue upkeep on current trails.

Barnegat Bay Shellfish: Mr. Beveridge continues to volunteer for educational programs at Tuckerton Seaport, FOIBSP, and many other Barnegat Bay-related organizations.

MCDP: The Monmouth County Environmental Council's "The Problems with Plastics" roundtable was well-attended, with successful tabling and speaker sessions. The next roundtable event will be tentatively held in April 2020. Potential topics include HABS and invasive aquatic species.

BTMUA: Ms. Kondrup updated on the Metedeconk Restoration Plan at Brick Plaza. She presented the proposed layout for the educational signage from Federal Realty Metrovation for the Brick Plaza boardwalk. If any CEC member would like to further review these signs and offer any suggestions for improvement, please contact Ms. Kondrup. The draft Exhibitor Registration Form has been created for the Water Festival and is awaiting final approval. She is waiting to hear if organizations can sell items and/or collect donations at the event. Ms. Kondrup will forward any updates on this to members of the CEC. The BTMUA had a busy October presenting on water conservation and rain barrel workshops at multiple events including the Toms River Green Fair, JFY Conference, Charting a Course for Barnegat Bay, and the new Watershed Ambassadors' Rain Barrel Workshop training.

Adjournment.

The meeting adjourned at 12:05 pm

Next meeting: 2020 schedule to be determined