



**Barnegat Bay Partnership**  
**DRAFT Communications and Education Committee (CEC) Meeting Minutes**  
**Meeting of December 1, 2011 (9:30 a.m.) – Ocean County Soil Conservation District**

**Present:**

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

**BBP Staff** (non-voting members): Martha Maxwell-Doyle

**Guests:** Tanya Oznowich (NJDEP), Maria Grace (CWF), Wes Dalzell (ReClam the Bay)

**Members Absent:** Mike Hunninghake (PPA)

**Review and Approval of October 4, 2011 Meeting Minutes**

Ms. Raabe suggested that the members absent from the meetings be noted in the minutes. Ms. Auermuller made a motion to approve the minutes of the October 4, 2011 meeting, seconded by Ms. Hoffmann, all in favor.

**Citizen Representative to Policy Committee (A. Andersen)**

The CEC completed the review process and recommended John Leonard as the Citizen Representative and Brian Ruhmann as the Alternate. A summary of the selection process and documentation has been provided to the Advisory Committee (AC), which will consider the recommendations during their conference call scheduled for December 6, 2011. There was a discussion about offering other volunteer opportunities, such as with the Barnegat Bay Foundation, to the nominees who were not selected. Also discussed was the idea of a citizen advisory group.

**Action:** The CEC chairs will present the CEC's recommendations to the AC during the December 6<sup>th</sup> conference call.

**Communication Plan and the Strategic Plan (SP) Revision Process**

The final SP planning meeting is scheduled for December 2, 2011. Ms. Andersen coordinated outreach to Sustainable Jersey (SJ) representatives, who will be attending the meeting to provide input on incorporating SJ actions into the SP. A draft of the SP will be presented to the AC during its January, 2012 meeting. A suggestion was made to add language to the SP about improving communication between education and outreach partners. The CEC will begin revising the Communication Plan once the final Strategic Plan is approved. The Communication Plan will reference the new SP's education objectives, actions, and deliverables.

**DEP/Barnegat Bay collaboration (T. Oznowich)**

The DEP is working on a report about its Barnegat Bay education efforts in 2011 and working on its education plans for 2012. There will be a meeting between CEC and DEP representatives on December 19<sup>th</sup> to discuss education plans for 2012 and also better communications between the two organizations. The Governor's Environmental Excellence awards will be announced on December 8<sup>th</sup>. ALS's "Bayscape for Barnegat Bay" program, the Ocean County Pump-out program, and the Lavallette Elementary school will all be recognized. The DEP Commissioner will give a one-year update of the Barnegat Bay Action Plan on December 15<sup>th</sup>. Ms. Oznowich will give a presentation about the DEP education efforts (and report on education/sustainability initiatives) at the BBP's Education and Outreach Retreat on January 11, 2012. Two areas of focus for DEP in 2012 will be 1) the NJ Fertilizer law requirements and certification of professional applicators, and 2) reducing boating impacts. The DEP is planning another Barnegat Bay Blitz in May, 2012. The DEP would like to get more schools involved and include educational programs as part of the event. Ms. Raabe offered to share a mailing list of over 180 school contacts. The recently aired "Eye on Ocean County" interviews about Barnegat Bay will be on the DEP website soon.

### **CEC Composition**

Ms. Raabe volunteered to be the CEC Co-Chairperson during Ms. Auermuller's maternity leave from January to April of 2012. The CEC voted to approve Ms. Raabe as acting Co-Chairperson until Ms. Auermuller's return. Addition of new members was also discussed. A suggestion was made to seek representation from Ocean County Parks and Recreation. Also discussed were the creation of a CEC Interested Parties email list and setting a meeting schedule for 2012.

**Actions:** Ms. Walzer will contact Mike Mangum of Ocean County Parks and Recreation about representation on the CEC. BBP will set up the 2012 meeting schedule and establish a CEC Interested Parties list.

### **CAC/CEC Regional Meeting (A. Andersen)**

There were three presentations at the meeting held at EPA Region 2 headquarters in New York on November 1, 2011. The topics were marketing and social media, fertilizer use and water quality (Ms. Judy Preston), and economic valuation of the Delaware River estuary and watershed (Dr. Kaufmann). The meeting participants discussed topics for a common message and how to work effectively together. The group decided that fertilizer education should be the focus for a common message. There will be conference call in January to discuss next steps. Ms. Maxwell-Doyle reported that she spoke to Dr. Kaufmann after the meeting about the possibility of doing an economic valuation of the Barnegat Bay estuary and watershed. He estimates the project would cost under \$2,000 and will be submitting a proposal.

**Actions:** Ms. Walzer will email the fertilizer and economic valuation PowerPoints from the meeting to the CEC members.

### **Minigrant Program Evaluation**

Revisions to the minigrant program were discussed. Any CEC grant program will be an open, RFP process. Suggestions included increasing the grant limit (\$10,000), funding two or three large-scale education projects, focusing on the Strategic Plan priorities and STAC project education, and requiring partnerships for projects.

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

*Native Plant Brochure:* Judy DeFiglio continues to work on the plant list and sample garden designs. A suggestion was made to ask Chris Miller to review the brochure prior to printing.

*Trader's Cove:* BBP continues to request sign content from partners. There was a discussion about having a consistent look for the sign design.

*King Tide Photo Initiative and Contest:* The BBP has announced the winners of the photo contest. Thirty people submitted 86 sets of photos to the photo initiative and contest. BBP is participating in conference calls with other National Estuary Programs using king tide events as an educational tool.

*Senior Outreach Project:* Ms. Maxwell-Doyle reported for Ms. Hyle on a new project aimed to educate seniors about the bay and watershed. The plans include on-site programs at senior communities with speakers, videos, hands-on projects and possible field trips.

### **Education and Outreach Retreat**

“Save the Date” cards were emailed to the education and outreach list. The draft agenda includes a CEC update, DEP update, presentation “Interpretation is E.R.O.T.I.C. by Diane Hewlitt-Lowrie (DEP Resource Interpretive Specialist), and “Rapid-fire” session with 5-minute updates by participants.

**Actions:** Ms. Walzer will email the final agenda and request participants to send any PowerPoint slides to be used in the “Rapid-fire” session.

### **Next CEC Meeting Date**

The next CEC meeting will be held in January, 2012. The exact date will be determined when a schedule for CEC meetings in 2012 is established.