



**Barnegat Bay Partnership
Communications and Education Committee (CEC) Meeting Minutes
February 19, 2014 at BBP Office**

Present:

Members: Wes Dalzell (ReClam the Bay), Christine Raabe (OCSCD), Karen Walzer (BBP), Chris Claus (OC Parks), Lynette Lurig (DEP Alternate); by phone: Joel Mott (Pinelands Commission), Barbara Spinweber (EPA Alternate), and Angela Andersen (LBIF)

BBP Staff: Betsy Hyle, Martha Maxwell Doyle, Stan Hales

Guests: Ed Hale (IBSP), Cara Muscio (COA)

Members Absent: Lisa Auermuller (JCNERR), Scott Bruinooge (OCC), Patti Resto (Brick MUA), Helen Henderson (ALS), Peter Brandt (EPA), Kyra Hoffmann (DEP), Chelsea Simkins (MTA)

Review and Approval of Meeting Minutes

Wes made a motion to approve the November 13, 2013 meeting minutes, seconded by Chris, all in favor.

Communication Plan and Sustainable Jersey

The CEC discussed Sustainable Jersey (SJ) actions in the Communication Plan and ways to promote SJ. Angela reported that Manchester Township is the only municipality in Ocean County that has completed SJ certification so far and that Long Beach Township will be submitting for certification in June. She said the process is time-consuming and costly, and many towns do not have the staff and other resources to move forward. BBP is already working with SJ on climate change adaptation through the Getting to Resilience website. There was a discussion about informing towns about the benefits of SJ certification, including how it can help improve community ratings, and asking SJ to host a municipal workshop here. Stan discussed a subset of SJ actions for Barnegat Bay. Cara reported that COA has put together a subset of SJ actions related to water quality called the “Blue Star Program.”

Action: Cara will share information about the new COA program with the CEC.

Living Shorelines

Several organizations, including the BBP, have submitted grant applications for living shoreline projects. The CEC discussed working on joint messaging about living shorelines and beneficial reuse of dredge materials. Ideas include a video piece by BBP documenting one or more of the projects, articles, media releases, publications, and interpretive signs. The importance of using the “water words that work” approach to emphasize dredge materials as a valuable resource was discussed. Upcoming living shorelines projects, including at a private residence in Beach Haven, at Cattus Island County Park, and at the Forsythe Refuge, were discussed. Betsy said that a living shoreline project completed in Island Heights about 10 to 15 years ago has been successful and remains in place after Sandy.

Festival

Betsy reported that the Barnegat Bay Foundation (BBF) will be the official sponsor of the festival. The BBF sent a sponsorship letter and form to potential co-sponsors of the BBF Gala and the festival. Betsy needs ideas for children's programs related to the festival's recreational theme. Ideas discussed were sand castle building at the beach, yoga at the beach, and a kite flying demonstration. Chris confirmed that he can provide two vans and a wheelchair accessible bus for transportation of attendees. There was a discussion about the vans not being as accessible for seniors as the Ocean Ride vehicles. A suggestion was made to contact the Toms River Senior Center about possibly using their buses.

Action: Betsy will investigate the possibility of using Toms River Senior Center buses.

DEP Education Update

Lynette reported that March 13th will be the kick-off of the DEP's initiative to reduce illegal dumping on public lands. DEP is considering installation of surveillance cameras in problem dumping areas in state parks. The Watershed Ambassadors will be conducting clean-ups on public lands from March 10th to 20th as part of the initiative. Lynette reported that 90 rain barrels were completed in the spring 2014 rain barrel challenge and 37 of those (one from each participating organization or school) will be entered in the contest, with voting starting on March 17th. DEP is looking for a place to store the rain barrels and also for businesses to display them. The Barnegat Bay Blitz will be on Friday, April 25th, which is during Earth Week. DEP will direct weekend volunteers to COA's Beach Sweeps on April 26th. DEP plans to have a short update on the Governor's Barnegat Bay Action Plan at the beginning of the Blitz kick-off.

CEC Grant Updates

Harvest the Bay: Ed reported that the project was completed and the final report will be submitted soon. IBSP plans to continue the Harvest the Bay programs this summer. The most popular program, clamming, will continue and be expanded. The fishing and crabbing programs will also continue but will be less frequent. A date of August 9, 2014 has been set for a Harvest the Bay Festival, with plans to have Ocean County Vo-Tech students cook the harvest at the festival.

Shellfish in the Classroom: Wes reported that 14 schools are participating in the Shellfish in the Classroom programs in 2014 and that ReClam volunteers have started doing classroom presentations, which will be followed by the shellfish-raising activities.

A Pathway to Possibilities: The Meadows of Lake Ridge Homeowners Association has completed its soil improvement/planting project in a public area of this senior development in Manchester. To be submitted soon, their final report will include how they have reached out to members of their community and others in the area about the advantages of low-maintenance landscaping using their project as an example.

Businesses for a Healthier Bay: Conserve Wildlife Foundation has scheduled a forum for businesses on March 28th at Ocean County College to introduce them to the program. Lynette and Katie Barnett have been assisting CWF with business contacts and other suggestions for the event.

Discovery Days in Spanish at the LBIF: Rick Bushnell and others at the LBIF are working on revisions to the project for the summer of 2014 to increase participation by the local Spanish-speaking community.

Education and Outreach Retreat

The CEC discussed how to improve the retreat, specifically how to engage the participants. One idea was to break into groups to brainstorm about ways to implement different parts of the communication plan or about ways to interpret the results of the DEP's Barnegat Bay research projects. A suggestion was made to get feedback from this year's attendees about whether they prefer this approach or the lecture format.

Action: Karen will reach out to this year's participants for feedback.

Partner Sharing

Joel announced the Pinelands Short Course is on March 8th at Stockton College.

Christine is looking for presenters for the Barnegat Bay Educators Roundtable on April 30th.

Cara announced COA's Beach Sweeps will be on April 26th with a focus on education about plastics in the ocean.

Ed reported that there will be recurring NJ Cares volunteer projects, mainly trail maintenance, at IBSP.

Chris announced Save Barnegat Bay is organizing a public event at Traders Cove Park in Brick on June 29th. Ocean County Parks will participate with activities, such as seining, at the adjacent Mantoloking Bridge Park.

Next CEC meeting

The next meeting will be on March 19, 2014.