



**Barnegat Bay Partnership
DRAFT Communications and Education Committee (CEC) Meeting Minutes
March 19, 2013 at BBP Office**

Present:

Members: Angela Andersen (LBIF), Lisa Auermuller (JCNERR), Wes Dalzell (ReClam the Bay), Christine Raabe (OCSCD), Chelsea Simkins (MTA), Kyra Hoffmann (DEP), Chris Claus (OC Parks), Scott Bruinooge (OCC), Helen Henderson (ALS), Barbara Spinweber (EPA) via phone

BBP Staff: Betsy Hyle, Martha Maxwell Doyle

Guests: Jeanne DiPaola (Ocean County Department of Tourism), Patti Resto (Brick MUA), Becky Laboy (IBSP)

Members Absent: Joel Mott (Pinelands Commission), Karen Walzer (BBP), Peter Brandt (EPA)

Review and Approval of Meeting Minutes

Native Plants

There was a discussion about Lowes stores now carrying more native plants in their garden centers. A list obtained from a Lowes supplier provides information about the native plants Lowes sells and in which states. Ms. Henderson offered to get in touch with the Lowes on Hooper Avenue in Toms River. She is adding Lowes to the list of suppliers on the American Littoral Society's website. There was a discussion about having a "Native Plant Day" at a local Lowes. Lowes offers free programs, and another idea discussed was doing a native plant program at local Lowes.

Action: Ms. Henderson will be contacting the Lowes in Toms River.

DEP Education Update

The Barnegat Bay Blitz is on Friday, May 10th. The DEP is working on updating the Blitz webpage with this year's information. Schools participating in the Rain Barrel challenge have returned 9 rain barrels. People can vote online for their favorite one. There will be a rain barrel ceremony on the morning of the Blitz. DEP has an "Earth Month" webpage, with over 40,000 visitors, and BBP partners can submit event information to Marc Rogoff for posting on the calendar. There will be a volunteer clean-up and beach grass planting event at Island Beach State Park on March 30th from 9:30 a.m. to 1 p.m.

SHIP Update

The Soil Health Implementation Project research is in progress at Jakes Branch County Park. There is also an education component to the project. Demonstration gardens, a plant discovery trail, signage, rain barrel workshops, and other outreach will all be part of the project. Cara Muscio is the consultant planning the education and outreach, and Lisa Auermuller is the lead

coordinator. The SHIP partners are discussing creating a soil health display and SHIP branding. The revised *Low Maintenance Landscaping for the Barnegat Bay Watershed* will be used for the project, with other information inserted in the inside pockets to create packets for distribution. OCSCD has 7500 packets available to be distributed.

Festival Update

Wes Dalzell's tagline, "Barnegat Bay: Yours to Explore and Restore," received the most votes and will be used on the festival publicity. RareFind Nursery has agreed to handle the native plant sale at the festival. Betsy will rework the tent space to keep similar organizations together, such as the soil tunnel and native plants. Betsy is reaching out to local farmers to talk about "know your food sources" at the festival. The pontoon boat should be back this year. Liberty Science Center is bringing the Storm Water Flood Model through a grant – it is one of the new exhibits planned for post-Sandy education. There was a discussion about the Guardian of Barnegat Bay awards and naming a new category after Pete McLain. Mr. McLain would be invited to attend the ceremony as a special guest.

Action: K. Walzer will send out an email soliciting nominations for the Guardian awards.

BBP Update

There will be changes in the BBP newsletter because of decreases in the BBP budget. The newsletter will become predominantly electronic and then one or possibly two print versions during the year. The electronic newsletters will be one to two pages sent once a month through Constant Contact. There was a discussion about how these changes may affect seniors who prefer print versions.

BBP is planning a 24-hour BioBlitz at the Brown property on May 17 and 18. The event is being organized by Joanna Marino, the Barnegat Bay watershed hosted by BBP. The purpose of the event is to start collecting information for a natural resource inventory, and to engage the public in the scientists' work. Educational walks and activities will be part of the event. The BBP will be developing a public use plan for the Brown property. Identifying user groups, getting input through public forums, and determining the best uses of the property for the community and BBP will be part of the planning process.

The BBP has an opportunity to get its logo on a mural in downtown Toms River by being a sponsor of the project. Before any decision is made, more information is needed about what will be depicted on the mural. A sponsorship is \$1,000 (logo on mural) or \$1,500 (logo also included in print materials). Jeanne DiPaola shared more information about the mural project. The wall has been selected, and a mural artist from Pennsylvania has been hired. The artist will block out the mural design; then local artists will fill in the wall. There will be a great deal of community involvement, including with the painting.

BBP is also considering sponsoring one of the giant clams for the Barnegat Bay Shellfish Restoration Program's Clam Trail. The costs are \$700 - \$1000 for an unfinished clam, a full-sized clam with art work \$3500, half-sized \$1800.

Action: Lisa Auermuller will send a NOAA guide about working with the community on public use and public participation that should be helpful when developing the Brown property public use plan. Karen Walzer will follow-up with the Toms River Business Development Corporation for more information about the mural's theme.

Climate Change and Sea Level Rise Outreach

The BBP and JCNERR have been partnering on climate change and sea level rise projects. Two new websites have been developed to get information out to the communities about risk and

resilience. One is the NJ Flood Mapper, which has multiple data layers showing different sea level rise scenarios and the impacts on facilities and infrastructure. The other new website is Getting to Resilience, a planning tool for communities to prepare for climate change and sea level rise, with links to the Sustainable Jersey program. BBP funded a study by Robin Leichenko of Rutgers University about the economic vulnerabilities of the region to climate change. There was a discussion about the new tools and economic studies and how to get the message out about rebuilding smarter and planning for the future. JCNERR, BBP, and NJ Sea Grant are sponsoring “Gulf to Shore – Lessons Learned from the Gulf Coast” with speakers talking about the Gulf region’s recovery from Katrina and the oil spill.

Communication Plan Revisions

The CEC needs to look at the current plan and decide what sections need to be updated. New goals and objectives related to Sandy need to be incorporated. There will be further discussion at the next CEC meeting.

Partner Updates

Marine Trades Association NJ is working on a new campaign and website to get information out to the community about the boating industry, guidelines, and safety.

Next CEC meeting

April 17 at 9:30 a.m. – BBP Office