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

Present:

Members: Angela Andersen (LBIF), Wes Dalzell (ReClam the Bay), Karen Walzer (BBP), Chris Claus (OC Parks), Chelsea Simkins (MTA), Kyra Hoffmann (DEP), Lynette Lurig (DEP Alternate), Scott Bruinooge (OCC); by phone: Peter Brandt (EPA), Barbara Spinweber (EPA Alternate), Helen Henderson (ALS), Joel Mott (Pinelands Commission)

BBP Staff: Betsy Hyle, Stan Hales

Guests: Ed Hale (IBSP), Cara Muscio (COA), Clint Lehman, Michelle Gluck

Members Absent: Lisa Auermuller (JCNERR), Patti Resto (Brick MUA), Helen Henderson (ALS), Christine Raabe (OCSCD)

Review and Approval of Meeting Minutes

Wes made a motion to approve the February 19, 2014 meeting minutes, seconded by Angela, all in favor.

Alternate Citizen Representative to Policy Committee

The BBP announced a call for nominations for an Alternate Citizen Representative. The deadline for nominations is April 1, 2014. A CEC subcommittee will review the nominations using the process established by the CEC in 2011. Any CEC member can participate in the committee. There was a discussion about recruiting a student for the alternate representative position.

Action: CEC volunteers for the selection committee should contact Karen.

Communication Plan

The CEC discussed assessing partner actions and plans that relate to the Communication Plan priorities. It was decided that this can be accomplished by CEC members reviewing the plan and sharing what they are doing in the priority areas and in connection with Sandy recovery. Feedback from those attending the annual Education and Outreach Retreat is another valuable source for assessing progress on the plan.

Action: Karen will email the Communication Plan matrices to CEC members and request information about any partner actions related to the plan priorities.

Festival

Betsy is still looking for suggestions about exhibits and activities related to the festival's recreational theme.

Action: Betsy will contact Chris about how many vans are needed from Ocean County Parks.

DEP Education Update

Lynette reported that March 27th will be the kick-off of the DEP's initiative to reduce illegal dumping on public lands. There will be two kick-off events at state parks, one at Brendan Byrne and the other at the D&R Canal, where the DEP will announce surveillance and enforcement efforts in problem dumping areas in state parks. The DEP is also launching a new webpage about the anti-dumping initiative. Voting is open for the rain barrel challenge. The DEP is looking for businesses to display the barrels and will bring a few of the barrels to the CWF Business Forum on March 28th. The Barnegat Bay Blitz will be on

Friday, April 25th. The kick-off event will be at 9 a.m. at Cattus Island County Park and will include a short update on the Governor's Barnegat Bay Action Plan by the Commissioner.

BBP Education and Outreach Updates

Karen asked the CEC for input on logo options for the Jersey Yards website currently under development. Kevin Sparkman, the website developer, joined the discussion by conference call. A student intern from Georgian Court University will be assisting with researching photos for the website's plant database. The Brown's Woods Preserve public use plan committee had its first meeting in March. Members agreed that signs should be installed identifying the preserve name and the BBP office location. They decided that the property should be used for passive recreation, with one trail designated for biking, and should be inventoried for natural resources. An invasive species assessment and management plan will also be developed. Security issues were also discussed by the public use plan committee. Chris suggested contacting the Ocean County Sheriff's Department, which patrols County parks, about the possibility of patrolling Brown's Woods.

Partner Sharing

MTA: Chelsea said the MTA's website GoBoatingNJ.org, which started as a resource about Sandy debris removal, has a new focus – environmentally friendly boating information. It has links to the Clean Marina program, USCG trainings, and pump-out information. The CEC discussed safety and water quality issues related to the annual Thunder radio station event for boaters at Tice's Shoals off Island Beach State Park and the need for more outreach to boaters at boating events around the watershed. A Clean Marina Roundtable is being planned for this spring at Ocean County College.

ALS: Helen announced an ALS iPhone app, Marine Defenders, being tested in a two-week trial period ending on March 28th, and requested feedback from the CEC. The app can be used by citizens to report debris, biological events like algal blooms, endangered animals, and oil spills. Data will be collected and compiled by ALS. As Wes tried it on his iPhone, he commented that the app set-up requested too much information and questioned how this information would be used. Other CEC members asked how the data collected will be used and shared.

ReClam the Bay: RTB's Open House will be held on April 29th at the Rutgers Cooperative Extension office.

LBIF: The LBIF has a new director, Jen Begonia.

COA: The COA will be updating its *Citizen Action Guide to Dredge Materials* as part of regional dredging planning. The new "Blue Star" program developed by COA is under final review and will be rolled out in a couple of months as part of Sustainable Jersey.

OC Parks: Chris was invited to participate in an OCC Earth Day event.

BBP: There will be an Earth Day event at Brown's Woods Preserve on April 26th. Dana Lancellotti, Director of Ocean County Business Development and Tourism, is requesting photos to use on their new website. Photos should show people enjoying activities on the bay or in the watershed.

Actions: CEC members should send comments about the Marine Defender app to Helen by March 28th. Karen will send the Dana's email to CEC members, who can email photos directly to her.

Next CEC meeting

The next meeting will be on April 23, 2014.