



Barnegat Bay Partnership
DRAFT Communications and Education Committee (CEC) Meeting Minutes
Meeting of March 27, 2012 (9:30 a.m.) – Ocean County Soil Conservation District

Present:

Members: Angela Andersen, Christine Raabe (OCSCD), Karen Walzer (BBP), Kyra Hoffmann (NJDEP), Scott Bruinooge (OCC), Mike Hunninghake (PPA)

BBP Staff (non-voting members): Martha Maxwell-Doyle, Stan Hales, Betsy Hyle

Guests: Wes Dalzell (ReClam the Bay), Peter Brandt (EPA), Suzi Hoffman

Members Absent: Lisa Auermuller (JCNERR), Helen Henderson (ALS), John Leonard (Citizen Representative)

Review and Approval of Meeting Minutes

Ms. Raabe made a motion to approve the minutes of the December 1, 2011 meeting and the minutes of the January 19, 2012 meeting, seconded by Ms. Hoffmann, all in favor.

Introductions

Ms. Suzi Hoffman attended the CEC meeting to find out more about education efforts for the bay. She had responded to the call for nominations for the Citizen Representative and offered to help the person selected as the representative. She has experience with marketing, writing, and graphics and offers her assistance in those areas. Mr. Brandt was also welcomed to the meeting. He is the Senior Communications Advisor for EPA Region 2.

New CEC Members

Ms. Raabe made a motion to approve Chris Claus, Chief Naturalist of Ocean County Parks & Recreation, and Wes Dalzell, Education Coordinator for ReClam the Bay, as new CEC members. It was seconded by Ms. Andersen, all in favor. There was a discussion about potential new members from the Pinelands Commission, Georgian Court University, and Monmouth University.

STAC RFPs

The CEC has an opportunity to submit questions to Jim Vasslides (BBP Program Scientist) for the proposal presenters at the joint STAC/AC meeting on April 10, 2012. There was discussion about the lack of inclusion of a requirement for an education component in the most recent RFP and about the need for a policy with specific language requiring education and outreach for all future RFPs. Ms. Doyle reported that the BBP has a standard reporting requirement for education in all STAC funded project contracts – it requires the award recipient to do a presentation and submit a newsletter article.

Action: CEC members should send any questions to Angela for the April 10th meeting.

Festival

Ms. Hyle reported that the Save the Date cards have been distributed. Placemats advertising the festival will be printed and distributed to area restaurants. A BBP video ad will be shown in three different movie theaters in Ocean County (Brick, Seacourt in Toms River, and Manahawkin) during the month of May. Ms. Hyle is still looking for a nursery to supply plants and an organization to manage the native plant sale. The use of the tents on either Friday or Saturday was discussed. Mr. Dalzell brought up the possibility of ReClam the Bay renting a tent for a fundraiser. The new Barnegat Bay Foundation (BBF) is planning a raffle/auction fundraiser for the festival and is looking for donations. There was discussion about soliciting nominations for the Guardian of Barnegat Bay award.

Actions: Ms. Hyle will forward a letter from the BBF requesting donations for the raffle. Ms. Walzer will send an email requesting nominations for the Guardian of Barnegat Bay.

NJDEP Education and Outreach Report

Ms. Hoffmann reported for Tanya Oznovich, who was not able to attend the meeting. The NJ Department of Environmental Protection (NJDEP) mailed information about the certification requirement of the NJ Fertilizer Law to 5,000 licensed pesticide applicators. NJDEP will be adding “green” boating tips to the back of the boating safety manual, which will be reprinted sometime this spring or summer. NJDEP is investigating having an app for phones for the Boater’s Guide. There are plans underway to have a boater enforcement sweep this summer. The sweep will involve local (municipal and county) enforcement as well as state agencies. The purpose of the sweep is to educate boaters about boating laws and about ecologically sensitive areas. The NJDEP website has added a link to the updated Barnegat Bay Watershed Education Resource Guide and announced the Barnegat Bay Educators Roundtable.

Island Beach State Park

Dr. Hales reported that he met with Ray Bukowski, the new Manager of Island Beach State Park (IBSP), to discuss opportunities to partner on education and outreach. The new park naturalist is Becky Laboy. It was suggested that the next CEC meeting be held at IBSP to meet with Ms. Laboy.

Action: Ms. Walzer will contact Ms. Laboy to invite her to the next CEC meeting and inquire about meeting at the park.

Communication Plan

Sustainable Jersey has submitted its recommendations for additions to the Strategic Plan. Revisions to the Communication Plan will incorporate these additions. Ms. Doyle reported that she attended the Pinelands Commission’s Water Supply meeting and discussed having a common message regarding water conservation. Pinelands Preservation Alliance (PPA) is preparing a white paper on the subject.

Junior Bay Stewards

The CEC discussed the idea of recognizing young people working to protect the bay. It was pointed out that Catus Island County Park has had a Junior Naturalist program for many years. It was suggested that the efforts of young individuals or groups, such as the Potters Creek

Crusaders and Lavallette Elementary School environmental club, be featured on the BBP website and recognized in other ways.

Action: Ms. Walzer will add a webpage about junior stewards of the bay.

Partner Updates

Mr. Dalzell announced the Barnegat Bay Shellfish Restoration Program Open House event on April 24th at 7 p.m. at the Rutgers Cooperative Extension office in Toms River. The program has a spring and fall session of classes to become a certified Shellfish Gardener.

Ms. Raabe announced the annual Educators Roundtable will take place on April 25th at the Lighthouse Center and the second annual Soil Health Conference will be held on May 30th at Ocean County College.

Mr. Hunninghake announced the PPA's Life Science Field Training Institute for teachers this summer. PPA is also offering a variation of this training for high school students in July.

Ms. Andersen announced that Long Beach Township's new Rocket Compost unit will be installed soon.

Next CEC Meeting Date

The next CEC meeting will be on April 19, 2012, location to be determined.