



**Barnegat Bay Partnership
Communication and Education Committee Meeting**

March 27, 2019 at 9:30 a.m.

Ocean County College
Gateway Building, Room #401
Call-in number: 732-255-0428

Attending Communication and Education Committee Members: Wes Dalzell (Chair; RCTB), Shari Kondrup (Co-Chair; BTMUA), Kaitlin Gannon (JC NERR), Dr. Stan Hales (*ex officio*), Betsy Hyle (*ex officio*), Becky Laboy (OCSCD), Lynette Lurig (NJDEP), Joel Mott (Pinelands Commission), Kelly Scott (IBSP), Karen Walzer (Staff Liason)

On the phone: Peter Brandt (US EPA, R2), Barbara Spinweber (US EPA, R2), GraceAnne Taylor (SBB)

Attending Guests: Karen Hershey (TR Chamber of Commerce), Ray LeChien (Barnegat Bay Watershed Ambassador), Amber Mallm (MCPB), Cassie Shugart (OCP), Heidi Thompson (Jersey Shore Style), Cara Wiebalk (NJWAP)

Barnegat Bay Partnership Staff in Attendance: Tina Barreiro

Welcome and Introductions.

The meeting was called to order at 9:30 AM and introductions were made.

Review of Draft Agenda and CEC minutes of January 23rd, 2019.

There were no changes proposed for the Draft Agenda nor for the Draft CEC minutes of January 23rd. A motion to approve was called by Mr. Mott, seconded by Ms. Kondrup and approved by consensus.

Professionally Developed BBP Communication/Marketing Plan. Dr. Hales

In light of the revised CCMP, the Needs Assessment Report recommends that a marketing firm develop a professional BBP marketing and communication plan. The goal of this process is to enhance education and outreach efforts by better defining the NEP's message and creating a plan that increases community engagement throughout the watershed. The current communication plan will be revised by the CEC and provided to the firm as a resource in developing the marketing plan. Dr. Hales informed that the BBP has accumulated \$45,000 for funding Communication and Education grants, and proposed that \$15,000 of that be allocated to funding the development of a marketing plan. There was discussion about forming a subcommittee of CEC members to draft a scope of work and establish the tasks the firm should focus on and how much money will be committed. Joel offered to share a Pinelands Commission RFP as a guideline for this process. Ms. Kondrup volunteered to chair the subcommittee. Ms. Lurig, Mr. Mott, Ms Laboy and Ms. Walzer volunteered to be on the subcommittee. Once a scope of work is developed, it will be recommended to the AC for approval.

Action: A meeting of the newly formed subcommittee will be scheduled.

Barnegat Bay Blitz Planning. Ms. Walzer, Ms. Lurig

Ms. Walzer updated that several DEP employees are interested in continuing their role as site captains. She

requested that members email her should they know of sites with higher levels of debris/dumping. Ms. Hershey expressed interest in captaining a Toms River site.

Ms. Hyle suggested coinciding a closing event with Stafford Township's Founders Day on June 8th. The Blitz could also celebrate the new plastic bag ban.

Ms. Scott informed that Bubby's Beanery Coffee Shop had contacted her expressing interest in sponsoring a cleanup.

BBP Education Report. Ms. Walzer, Ms. Hyle

The Education and Outreach Retreat had great presenters and a successful turnout.

Ms. Hyle updated that partners can request to be a part of the Barnegat Bay joint exhibit area when registering for events. She showed the CEC examples of the feather flags to be ordered. These flags are 6-ft with 8-ft poles, and two will be ordered. The feather flags are one sided, and table top flags will be two sided. Once the image has been decided for the flags, she will distribute photos of the flags electronically.

Ms. Kondrup informed of a potential new education event called the Brick Water Festival. This event would be held at Brick Township Reservoir. The Reservoir has ample parking, restroom facilities, observation decks and exhibit areas. Preferably this event will take place on a Sunday in late May or early June of 2020.

The Partnership's Barnegat Bay Art Contest winner awards will be presented at the Salute to Ocean County event held on April 11th. The winners' art will be showcased at the Teach at the Beach event May 10th. The pieces are available for partners to borrow to exhibit. Ms. Scott expressed interest in displaying the art at the IBSP Interpretive Center.

Mr. Dalzell opened up discussion for new ideas the CEC should put effort towards. Ms. Thompson would like to connect more to younger generations (children/school groups/teenagers). CEC members should email their ideas to Ms. Walzer.

Action: Ms. Hyle will email CEC members the images of the feather flags once they are finalized.

Partner Updates and New Business.

SBB: Ms. Taylor updated that the outdoor classroom is moving along. Boy scouts and girl scouts are volunteering to complete projects for the outdoor classroom. Through classroom presentation, over 300 people have been reached. COA's Beach Sweeps will take place at the Browns Woods property April 13th.

NJDEP: A Conservation Celebration will be held on June 15th at IBSP from 9:30 – 3pm. This event will feature kayaking, clamming, nature walks, osprey talk with Ben Wurst of CWF. Dr. Paul Bologna will host a Jellyfish Jam May 22nd and 23rd, where he requests help with locating any clinging jellyfish along the eastern sections of the Barnegat Bay.

Pinelands Commission: This year's annual Pinelands Summer Short Course will be held July 18th at Stockton University's Kramer Hall in Hammonton.

IBSP: Upcoming events at IBSP include: rain barrel workshop on Earth Day, May Day on May 4th, Ocean Fun Days on May 18th, a new evening photography birding workshop with Ray Hennessey, a women's surf fishing clinic, and a beach bird biology program for piping plovers. There is also a new interpretive trail map at the park. The two camps offered at the park are fully booked for school groups. This summer Ms. Scott would like to organize boat tours of conservation zone and shuttle to Barnegat Lighthouse. Volunteer Appreciation Day will be returning to the park.

OCSCD: Ms. Laboy updated on the Educator’s Roundtable and asked partners to post about it. Winners have been selected for their poster contest. Ms. Laboy has created a Facebook page for OCSCD. She also informed the OCSCD is continuing to provide programs through the Jersey Friendly Yards initiative. This year’s Envirothon will be on May 11th and National Trails Day on June 1st.

BMUA: Ms. Kondrup informed the Mews area for Brick Plaza will be completed in May, and this will be a main focus area for education and outreach. Amanda Cheslock from Metrovation will be handling signage and has agreed to have CEC input and comment for the outreach content. Brick Township was awarded two Sustainable Jersey Schools grants: one to promote hydro and aquaponics farming methods in elementary schools and provide professional development opportunities for staff and students on water quality and conservation; the second awarded to Lake Riviera Middle School for Healthy and Sustainable Meals to help broaden knowledge of sustainability in a living classroom through aquaponic gardening systems. This year, BTMUA’s Weekend at the Reservoir program will feature several workshops including rain barrel, build a self-watering planter, steps to a Jersey-Friendly Yard and composting and vermicomposting. This month’s WaterSense campaign aimed to help customers with leak detection and how to make simple repairs by promoting “Fix a Leak Week” from March 18th – 24th, and providing a leak detection kit with each handout. Ms. Kondrup will be presenting at two events this month: April 1st on effective environmental field sampling and data collection at Rutgers’ Cook College and April 15th on the Metedeconk Watershed for the Kettle Creek Crusaders after school group at the Lake Riviera Middle School.

TR Chamber of Commerce: Ms. Hershey would like to help distribute the CEC’s communication plan on the Chamber’s online calendar and newsletter. On April 10th, the Chamber will host a nonprofit symposium focused on fundraising. The Chamber is also hosting an event where Congressman Andy Kim will speak on May 3rd at the Ramada Inn. This event is open to the public and will have a panel discussion. More information on upcoming events can be located on the Chamber’s website.

RCTB: Mr. Dalzell informed the upwellers are being installed in May.

JC NERR: Ms. Gannon updated that JC NERR’s spring and summer programming notices will be out today or tomorrow. JC NERR offers professional development for water quality data through their System Wide Monitoring Program. This will inform teachers on how to access the data and provide ideas on ways to incorporate this data into their curriculum. Local blacksmiths are installing metal work at the trail by JC NERR. At the head of the trail, three display panels will present information on the estuary. JC NERR is hosting their volunteer dinner tonight. The NJME conference “Teach at the Beach” is accepting nominees for their outstanding educator of the year in marine science award. Nominations can be submitted on the NJME website or to Ms. Gannon. Currently, the JC NERR is developing a lesson plan for 6th grade and up on mosquito life cycle and sea level rise. Should any partners have ideas to contribute, please reach out to Ms. Gannon.

11:30 a.m. Meeting adjourns at 11:50 a.m.

Next meeting May 22, 2019 (9:30 a.m.)