



Barnegat Bay Partnership
DRAFT Communications and Education Committee (CEC) Meeting Minutes
Meeting of April 19, 2012 (10:00 a.m.) – Ocean County Soil Conservation District

Present:

Members: Angela Andersen (LBIF), Lisa Auermuller (JCNER), Christine Raabe (OCSCD), Karen Walzer (BBP), Kyra Hoffmann (NJDEP), John Leonard (Citizen Representative), Helen Henderson (ALS)

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

Guests: Joel Mott (Pinelands Commission)

Members Absent: Wes Dalzell (ReClam the Bay), Scott Bruinooge (OCC), Mike Hunninghake (PPA), Chris Claus (OC Parks)

Review and Approval of Meeting Minutes

Ms. Raabe made a motion to approve the minutes of the March meeting, seconded by Ms. Hoffmann, all in favor.

Introductions/New CEC Members

Mr. Joel Mott was invited to attend the CEC meeting to offer input from the Pinelands Commission regarding education efforts for the bay and watershed. He is considering joining as a member in the future. Potential new membership from Island Beach State Park, Georgian Court University, and/or Monmouth University was also discussed.

Action: Ms. Walzer will follow-up with IBSP, GCU, and Monmouth U.

STAC Projects

The CEC discussed reaching out and offering assistance with education and outreach to the Principal Investigators (PIs) for the three STAC projects approved by the Advisory Committee. Ideas for outreach included having a science/research exhibit at the Festival and emphasizing the connection between research and the public's use of the bay's resources. Ms. Walzer suggested that specific language about CEC assistance with education and outreach should be included in the STAC project contracts. Ms. Auermuller suggested that the CEC decide by June on specific language requiring education and outreach to be included in all future RFPs.

Action: Ms. Walzer will email draft wording for the project contracts to all CEC members for their comments. Ms. Auermuller will contact the PIs to set up meetings/conference calls to discuss how we can help them with education and outreach. She will also look up education and outreach requirement language used in past RFPs.

Festival

Ms. Hyle reported that she is still looking for a sailboat ride vendor. She discussed having a kids' fishing tank at the festival – the one from NJ Fish & Wildlife is not available that weekend. Ms. Hoffmann said that the NJDEP Water Monitoring group may be able to provide a fish tank display. Ms. Hyle reported that RareFind Nursery can supply the plants for the native plant sale and agreed to accept return of plants not sold, and that Ms. Walzer has asked the Ocean County Master Gardeners to manage the sale.

Actions: Ms. Hoffmann will contact NJDEP Water Monitoring group about a fish tank display. Ms. Walzer will follow up with the Master Gardeners about managing the native plant sale.

Wetlands Video & PSAs

Ms. Hyle reported that Jarvis Productions will be producing a video for BBP about the science of wetlands and why wetlands are important. As part of the project, Jarvis Productions will also produce three to four 30 second PSAs about the bay. The PSAs can be aired on local TV stations, cable, or possibly on hotel channels. Ms. Hyle asked the CEC to suggest three to four most important messages for summer populations. A PSA about picking up after your pet has already been done. One suggestion was a message about jet skis and damage to ecologically sensitive areas. Ms. Hyle also reported that an airplane banner company may do a run with a banner about the video for free – which it did for Jarvis Productions with a wildfire video they produced.

Action: CEC members will contribute ideas for messages for the PSAs.

NJDEP Education and Outreach Report

Ms. Hoffmann reported for Tanya Oznowich, who was not able to attend the meeting. The NJ Department of Environmental Protection (NJDEP) has both flyers and stickers available for distribution with information about the NJ Fertilizer Law. The NJDEP recognizes the need for Spanish translation of fertilizer information and the certification/training programs and is planning to do that in the future. A new map of the environmentally sensitive areas in the bay is available on the NJDEP website, and a flyer with tips for boaters will be available soon.

Partner Updates

Barnegat Bay Partnership is sponsoring a dune grass planting at Island Beach State Park on Saturday, May 12th. Upcoming events are the: Shellfish Restoration Program Open House (4/24), Policy Committee Meeting (4/26), Educators Roundtable (4/25), Barnegat Bay Environmental Commission Consortium (5/2), Teach at the Beach (5/18), Soil Conference (5/30), and Barnegat Bay Festival (6/3).

Next CEC Meeting Date

The next CEC meeting will be on May 17, 2012 at 10 a.m. at Island Beach State Park.