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**Barnegat Bay Partnership  
Communication and Education Committee (CEC) Meeting Minutes  
May 17, 2017 (9:30 a.m.) at BBP Office**

**Present:**

**Members:** Shari Kondrup (BTMUA), Christine Raabe (OCSCD), Chris Claus (OC Parks), Joel Mott (Pinelands Commission), Karen Walzer (BBP); by phone: Angela Andersen (LBIF), Peter Brandt (EPA), Barbara Spinweber (EPA),

**BBP Staff:** Betsy Hyle, Stan Hales, Martha Maxwell-Doyle

**Guests:** GraceAnne Taylor (SBB)

**Members Absent:** Wes Dalzell (ReClam the Bay), Kaitlin Gannon (JCNERR), Scott Bruinooge (OCC), Lynette Lurig (NJDEP)

**Review and Approval of Meeting Minutes**

Chris made a motion to approve the February and April minutes, seconded by Peter, all in favor.

**CEC Membership**

The CEC discussed membership and the Chair and Co-Chair positions. There are currently 11 members. GraceAnne, who replaced Kimberly Belfer as the SBB Education Coordinator, expressed interest in joining, and she will submit her resume for consideration by the CEC. The two-year terms of both the Chair (Angela) and Co-chair (Wes) are ending. Under the CEC charter, the Co-Chair will normally succeed the Chair, at which time a new Co-Chair will be nominated and approved by the CEC. Nominations were tabled until the next meeting since Wes was not present.

**Action:** Angela will reach out to Wes about succeeding her as the Chair. GraceAnne will submit her resume to be considered as a CEC member.

**BBP Website**

At the meeting, CEC members reviewed the draft design for the BBP website, which is being migrated to a new content management system and server and updated during the process. The contractor for the website work is Fusionspark Media. Christine asked why the “Research Educate Restore” tagline was not included with the BBP logo graphic in the design and commented that it should be included somewhere on the website. Chris C. suggested adding the word “Events” to “Calendar” on the subheading. Adding profiles of each of the BBP partners on a Partner Profile page was also discussed.

Another suggestion was to add YouTube to the social media links on the site. Stan discussed including an RSS feed on the website to the BBP to share blog posts with the Association of National Estuary Programs (ANEP) website. The CEC also discussed having a consultant develop an overall social media/outreach strategy and the possibility of applying for EPA additional funding for that purpose.

The CEC discussed testing the website before launch, and a suggestion was made to ask MATES students and other groups to be part of the testing.

**Action:** Karen will relay the CEC’s suggestions and comments to Fusionspark Media. She requested that CEC partners send information and photos to her to include on the Partner Profile page.

## **BBP Education Report**

Betsy summarized the festival plans and informed the CEC of the new 20 second BBP Festival PSA for use on social media. The festival will be a featured event on Who Fish, an online event publishing system. The Barnegat Bay Foundation's Lawn Party (renamed from the Gala) on the Friday evening before the festival will include a silent auction and locally produced food and beverages.

## **Partner Updates**

Pinelands Commission (Joel): The Pinelands Commission is sponsoring a new event, the Pinelands Summer Short Course, on July 27<sup>th</sup> at Stockton University's Hammonton facility. The event will offer trips, tours, and talks – something for everyone. It is limited to 150 participants.

Long Beach Township (Angela): The Township will provide free shuttle service again this summer and through grant funding, has added some larger buses. The Township also received a grant to expand its Gatorade program, which provides access to the beach to elderly or disabled people. Special vehicles are available on-call to transport people who need assistance getting over the dunes and onto the beach.

LBIF (Angela): The LBIF is planning to do a professional development program using the nature trail. A new beekeeper will be starting up hives there again; the Pollinator Pot Luck event will be expanded this year. "The Oysters Farmers" film, which is about the resurgence of the oyster aquaculture in the Barnegat Bay, will be featured at the Lighthouse International Film Festival at LBIF, and will have a public premiere on July 21<sup>st</sup> at the Stafford Art Center in Manahawkin.

OCSCD (Christine): The new Spanish translation of the "Low-Maintenance Landscaping for the Barnegat Bay Watershed Guide" will be posted on the OCSCD and BTMUA websites soon and announced through news releases and social media. The OCSCD would also like to translate the Soil Health Guide. The district has submitted an application for a National Association of Conservation District's Urban Agriculture Conservation Grant for a proposed project in Lakewood. The project would establish a committee to advise Lakewood on urban agriculture and sustainability issues and facilitate workshops in the community.

BTMUA (Shari): The stormwater management ordinance is still under review by NJDEP. The BTMUA has selected the winning submission from Brick school student entries for its new mascot and slogan. The mascot is "Henry the Hawk" and the slogan is "Take Time to Think about the Metedeconk River We Drink." Shari shared information about the West Marine Affiliate Program fundraising opportunity for 501(c) 3 organizations.

NJDEP (Lynette): The kick-off for the Blitz on June 7<sup>th</sup> will be held outside the Ocean County Parks Administration building in Toms River. The Rain Barrel Challenge winner is the Switlik Elementary School in Jackson, and the water festival will be held there on June 21<sup>st</sup> from 9 to 1. The DEP is looking for partners to participate in it. There will be a "Conservation Celebration" with Conserve Wildlife Foundation at Island Beach State Park on June 17<sup>th</sup>. The event includes an osprey tour, kayaking, and a clam bake. The DEP is holding meetings about potentially expanding the Marine Conservation Zone. Five years of data from blue crab researchers indicates crabs within the zone are healthier and larger than those outside of it.

SBB (GraceAnne): Through the efforts of SBB and others, a new law has been passed in New Jersey requiring NJDOT to use native plants when landscaping after projects. Barnegat Bay

watershed signs will be installed soon on NJ roads by DOT. The “Barnegat Bay Eco-center” at the SBB office in Brown’s Woods is available to use for meetings, presentations, etc. SBB is looking for climate change information for a new display at the Eco-center.

**Next Meeting:** July 26, 2017

Meeting adjourned at 11:30 a.m.