



**Barnegat Bay Partnership**  
**Communication and Education Committee Meeting**  
May 22, 2019  
Ocean County College, Technology Building, Room #107

**Attending Communication and Education Committee Members:** Shari Kondrup (Co-Chair; BTMUA), Chris Claus (OCPR), Kaitlin Gannon (JC NERR), Becky Laboy (OCSCD), GraceAnne Taylor (SBB), Karen Walzer (Staff Liason)

**Attending Guests:** Ray LeChien (Barnegat Bay Watershed Ambassador), Amber Mallm (MCPB), Chelsea Simkins (NJ American Water), Heidi Thompson (Jersey Shore Style)

**Barnegat Bay Partnership Staff in Attendance:** Tina Barreiro, Dr. Stan Hales (*ex officio*), Betsy Hyle (*ex officio*)

**On the phone:** Peter Brandt (US EPA, R2), Jane Kunka (Suez), Barbara Spinweber (US EPA, R2)

***Welcome and Introductions.***

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

***Review/Approval of March, 2019 Meeting Minutes.***

There were not enough CEC members in attendance to reach quorum, and approval of the minutes was tabled for the next meeting.

***CCMP Update. S. Hales***

Once the latest CCMP revision is received from the contractor, the Program Office will review the document before distributing it to partners for comment. All partners will have two weeks to submit comments. Dr. Hales requests that comments on major issues only be submitted as soon as possible within the two-week period. Any major issues/comments received will be addressed before releasing the document for public review and comment. The 60-day public review period is tentatively scheduled to begin the week of June 17<sup>th</sup>. There will be at least three events for the public to attend to share their comments. Any partners with venue ideas for these events should contact Ms. Walzer.

After reviewing and addressing any public comments, a public release ceremony for the finalized CCMP is set to take place in early October 2019.

***Army Corps Back Bay Study: CEC as facilitator of public comments.***

The CEC would like to provide the public with more access to supplemental materials and additional information regarding the Army Corps New Jersey Back Bays Coastal Storm Risk Management study. Members of the CEC discussed possible ways to do this including creating a page on the BBP website designated to the study featuring PDFs of the comment letters submitted and links to updates on the study.

***BBP Communication/Marketing Plan Development. S. Kondrup***

Previous to the meeting, Ms. Walzer distributed a draft of the BBP Communication Marketing Plan RFP.

The CEC discussed the main focus for the central campaign message for the marketing plan. Ms. Kondrup welcomed input on potential messages and slogans, as well as ideas for target audiences. Ms. Walzer added that the Program Office and CEC will discuss general ideas for messages/slogans and then allow the consultant firm to refine the actual campaign message, target audiences, and implementation plan. The campaign will focus primarily on image recognition, branding, and effective ways to create positive behavior changes in the community. Ms. Simkins agreed with this process, echoing for the CEC to present ideas to the firm, but also to be open to ideas the firm proposes. She suggested establishing expectations and evaluation measurements right away when the consultant firm is hired.

***NJDEP Barnegat Bay Grants and CEC collaboration opportunities.***

The NJDEP selected several BBP partner projects for funding through their Barnegat Bay RFP. CEC members shared information about the grants received and project plans.

The BBP will receive a grant to create a Barnegat Bay specific bay-friendly stewardship program, which will be similar in idea to the River-Friendly Certification Programs. The CEC will be an integral part of the project, including helping decide the program's name and messages.

SBB will receive a grant for outreach to municipalities about stormwater management using the NEMO program. As part of their project, SBB will be hosting a three-day conference for NJDEP grantees to present on their projects. The conference, titled "Charting the Course of Barnegat Bay," will target different audiences over the three days, including municipal officials, enforcement officials, education and outreach organizations, and the public. The conference will take place October 22-24<sup>th</sup>, 2019 at the Holiday Inn of Manahawkin/Long Beach Island.

SBB is partnering with Berkeley Township Underwater Search and Rescue and Montclair University for a NJDEP-funded project to scrub jellyfish polyps from vinyl bulkheads and remove unused floating docks. They will be hiring a part-time educator to facilitate information between SBB and Berkeley Township Underwater Search and Rescue.

SBB is partnering with Clean Ocean Action on a third funded project to use poop-sniffing dogs in six municipalities on the Toms River to search for illicit sewer connections and leaks. SBB is planning to add a water quality lab at the EcoCenter.

BTMUA will receive grant funding for pathogen source tracking in the northern branch of the

Metedeconk River, implementation of green infrastructure BMPs (rain gardens, tree filters, *etc.*), retrofitting a stormwater basin in Howell, and initiating a winter road salt demonstration project to reduce chloride loads into the river.

Ocean County Parks and Recreation will receive funding to install a living shoreline project at Cattus Island Park.

***BBP Outreach Report: Guardian of Barnegat Bay Awards & Blitz Update. K. Walzer, B. Hyle, L. Lurig***

The CEC discussed where and when the Guardian of Barnegat Bay Awards will take place. In previous years, this award was given out at BBP's Barnegat Bay Festival. Fall might be the target time for this ceremony. Ms. Kondrup suggested the options of the Beach Plum Festival or Wild Expo festival. Ms. Taylor voiced that SBB will be having a clam bake for volunteers and student grant awardees on the evening of August 9<sup>th</sup>, which could also be used for the award ceremony.

There was a discussion about not having an age limit for considering undergraduate students for the Pete McLain youth award. Members discussed making posters of past recipients showing their achievements. The Advisory Committee selects the award winners from the nominees.

Of the 37 municipalities within the Barnegat Bay watershed, about 25 plan to participate in the Blitz on June 7<sup>th</sup> – 8<sup>th</sup>. Captains will use a data card from NJ Clean Communities to keep track of trash they pick up. There will also be a Blitz display at Stafford's Founders Day, which Ms. Hyle will be attending.

Ms. Hyle brought one of the four feather flags and partner flags to the meeting. The feather flags will be used to delineate the area when Barnegat Bay partners are grouped together at events. Partners can place the smaller partner flags on their tables to show they are member of the Partnership.

***Partner Updates.***

**SBB:** The amphitheater at the eco-center is almost complete. SBB is submitting a grant proposal to Sea Grant to update their Barnegat Bay curriculum. The Toms River Green Fair will be October 12<sup>th</sup>. The sign-up deadline for vendors is September 12<sup>th</sup>. Jersey Shore Makerfest is seeking interactive vendors. Montclair researchers and NJDEP staff are looking for the presence of clinging jellyfish at a "Jellyfish Jam" sampling event happening today. Dr. Paul Bologna has found that clinging jellyfish live on macroalgae and eel grass.

**JC NERR:** The NJ Marine Education Association's "Teach at the Beach" was a success, and showcased artwork from the BBP's Barnegat Bay Art Contest, which was part of OCC's Teen Arts Festival. JC NERR will be hosting upcoming professional workshops. Teachers on the Estuary (TOTE) is a three-day professional development event focused on climate change. An invite-only capacity building workshop will take place in June. The NRCS will be taking soil cores on the Tuckerton peninsula to help provide a baseline for coastal zone data and site profile. This will give a better understanding of the peninsula.

**MCDP:** The Monmouth County Environmental Council is holding a "Ticks and Mosquitoes in

Monmouth County: Resources to help you protect your family and pets” event on June 5<sup>th</sup>, 2019. Ms. Mallm informed that this free event is intended to help educate the public about the impact of ticks and mosquitoes and will have guest speakers including a vet, a professor from Rutgers, and staff from the Monmouth County Mosquito Control Commission. Monmouth County will also be releasing an educational brochure regarding ticks and mosquitos. MCDP’s fall roundtable event will take place Oct 29<sup>th</sup>, 2019.

OCSD: Ms. Laboy thanked those who attended the 2019 Environmental Educators Roundtable event.

OC Parks: Mr. Claus updated that he will be giving a nature walk program at a Lakewood school in two weeks. The ALS project at Ocean County Park (bioswale, living shoreline and floating wetland islands) is finished, apart from signage. OC Parks’ pontoon boat needs to be replaced; they will be getting a new one similar to the Tuckerton Seaport boat. In the meantime, the Tuckerton Seaport boat is being used for some park programs. The schedule of bay tours will be posted onto OC Parks’ Facebook page.

BTMUA: The Lake Carasaljo clean-up with GCU had twelve participants and removed approximately 15-20 bags of debris from the banks of the lake. The first “Weekend at the Reservoir” program was a successful rain barrel workshop – 21 people participated and 32 rain barrels were made. The next event, to be held on June 9<sup>th</sup>, will be “How to Build a Self-Water Planter” out of five gallon buckets. Registration and more information can be found on BTMUA’s events website (<http://www.brickmua.com/metedeconk/events.asp>). EPA WaterSense program’s “Fix a Leak Day” will be July 14<sup>th</sup>. “Flo,” EPA’s WaterSense spokes-doll, will be taking a mini-tour of the watershed from July 10<sup>th</sup> - 17<sup>th</sup>. Ms. Kondrup shared a photo of the new Metedeconk River Watershed mascot, slogan and logo, created by students from Brick schools. This month’s WaterSense campaign is promoting “Spring Spruce Up Time!” Various partners’ informational tools and brochures will be distributed in the campaign.

***Adjournment.***

The meeting adjourned at 12:15pm. The next CEC meeting will be July 24, 2019.