



-
Barnegat Bay Partnership
Communications and Education Committee (CEC) Meeting Minutes
June 18, 2014 (9:30 a.m.) at BBP Office

Present:

Members: Wes Dalzell (ReClam the Bay), Karen Walzer (BBP), Chris Claus (OC Parks), Christine Raabe (OCSCD), Lynette Lurig (NJDEP), Shari Kondrup (Brick MUA), Chelsea Simkins (MTA), Melanie Reding (JCNER); by phone: Barbara Spinweber (EPA), Angela Andersen (LBIF), Helen Henderson (ALS), Joel Mott (Pinelands Commission)

BBP Staff: Betsy Hyle

Guests: Cara Muscio (COA)

Members Absent: Scott Bruinooge (OCC)

Review and Approval of Meeting Minutes

Chris made a motion to approve the May 21, 2014 meeting minutes, seconded by Wes, all in favor.

Communication Plan

Karen reported the creation of a Google doc of the Communication Plan matrices. The Google doc will enable CEC members to enter and update information about partner actions that relate to Communication Plan priorities. It will be a working document and a way to share what everyone is doing for Barnegat Bay education and outreach.

Action: Karen will invite the CEC members to the Google doc.

Communication and Education Grant RFP

The CEC continued to discuss the focus of the next grant RFP. The next round of Communication and Education grants will combine two years of funding (FY 14 and FY 15) for a total of \$30,000 in available funds. The CEC discussed some challenges experienced by current grant recipients in reaching out to specific under-targeted audiences and the value in lessons learned from these challenges. Some CEC suggestions for future grants are to require two “progress” reports instead of one mid-term report, require reports to be made in-person to the CEC (which could give feedback and suggestions if needed), and require definitive goals be met prior to payment.

Action: Karen will draft the next RFP.

Alternate Citizen Representative to Policy Committee

The CEC members who participated in the Alternate Citizen Representative selection process (Chelsea, Christine, Lynette, Joel, and Karen) reported on the results of the May 28th interviews of the two candidates, George Murynak and John Zingis. Both candidates have worked in

environmental fields and are active in their communities. Mr. Murnyak, who is retired, lives in Ortley Beach and has connections with the senior community; Mr. Zingis has led several volunteer environmental projects in his hometown of Brick. The selection committee recommended accepting both candidates. The CEC discussed having a citizen representative team with members from different areas of the watershed and a chairperson or spokesperson to report to the Policy Committee. Another suggestion was to have the team do a presentation each year at the Education and Outreach retreat. The CEC voted to recommend both Mr. Murnyak and Mr. Zingis to the Advisory Committee as alternates and also voted to change the CEC charter to allow for multiple citizen representatives working as a team.

Action: The two selections for alternates and the proposed changes to the Citizen Representative process will be presented to the Advisory Committee for approval.

Barnegat Bay Festival Report

Betsy reported approximately 3700 people attended the 2014 festival, which had 69 exhibitors and 47 vendors. With the BBF's sponsorship of the tents this year, the festival came in under budget. The BBF received an Ocean County Tourism grant of \$800, which was used for printing and advertising costs. The BBF also funded a billboard for the non-profit price of \$685 for the month of May to advertise the festival. The Barnegat Bay Foundation has committed to funding the festival next year. One idea for a BBF fundraiser for next year's festival is a music event on Saturday with bands for a young adult audience. Chris expressed support for the festival as an important outreach event for the Barnegat Bay.

DEP Education Update

Lynette thanked partners for participating in the water festival for the rain barrel contest winner, North Dover Elementary School, on June 17th. There was an assembly for the younger grades and in-class presentations for fourth and fifth grades. The rain barrels from the challenge are on display throughout the watershed. The DEP is creating a brochure for a rain barrel tour – the brochure will be available online. Nominations are currently being accepted for the 2014 Governor's Environmental Excellence Awards, which has some new categories this year. The application deadline is September 17th. Island Beach State Park has hired a new Park Naturalist to replace Ed Hale.

Partner Sharing

ReClam the Bay (Wes): ReClam the Bay completed its Shellfish in the Classroom programs for the school year. Spat on shell day (when oyster larva will be added to the tank with shells) will be at Cattus next week.

MTA (Chelsea): The Jersey Shore Boat Expo will be on September 19th to the 22nd at the Lakewood Blue Claws. Contact Chelsea if interested in having an educational exhibit.

OC Parks (Chris): Ocean County Parks will be having educational programs at Mantoloking Bridge County Park on July 29th, the same day as Rally for the Bay at the adjoining Trader's Cove Park.

OCSCD (Christine): Two rain barrels have been installed at the OCSCD office. The SHiP grant deadline has been extended to October. SHiP signage will be installed at the native plant

gardens at Jakes Branch County Park. Cara Muscio is working on a SHiP video taken at the Native Plant Fair at Jakes Branch.

BTMUA (Shari): The BTMUA is working on a draft outreach brochure about the Howell stormwater basin retrofitting project. The BTMUA will be reaching out to the Hasidic community at the Bnos Yaakov Health and Safety Fair on June 22nd in Lakewood.

JCNERR (Melanie): Melanie brought educational brochures about ghost fishing to the meeting. The brochures were created as part of the Stockton/JCNERR ghost derelict pot removal project (supported by a BBP STAC grant). The US Coast Guard has been helping to educate about ghost fishing during its trainings and programs. Rig It Right kits with materials to prevent loss of crab traps are available for \$10. JCNERR would like to get marinas to sell the kits. JCNERR is also working to link the results of a previously completed JCNERR survey about attitudes towards fertilizer use to Rutgers fertilizer research results.

COA (Cara): COA has begun its soft launch of the new Blue Star program for Sustainable Jersey communities. The official launch will be in September. The program includes actions about water quality, stormwater, and marine debris.

Next CEC meeting

The next meeting will be on July 16, 2014.