



Barnegat Bay Partnership
DRAFT Communications and Education Committee (CEC) Meeting Minutes
June 19, 2013 at BBP Office

Present:

Members: Angela Andersen (LBIF), Lisa Auermuller (JCNER), Wes Dalzell (ReClam the Bay), Christine Raabe (OCSCD), Peter Brandt (EPA), Chelsea Simkins (MTA), Kyra Hoffmann (DEP), Chris Claus (OC Parks), Patti Resto (Brick MUA), Karen Walzer (BBP)

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

Guests: Jeanne DiPaola (Ocean County Department of Tourism), Becky Laboy (IBSP)

Members Absent: Scott Bruinooge (OCC), Joel Mott (Pinelands Commission), Helen Henderson (ALS)

Review and Approval of Meeting Minutes

Ms. Simkins requested a correction to the minutes regarding the description of the new MTA website, Go Boating NJ. With the correction noted, Ms. Raabe made a motion to approve the May minutes as amended, seconded by Mr. Claus, all in favor.

Island Beach State Park

Ms. Laboy announced that NJDEP has hired Edward Hale as the Resource Interpretive Specialist for Island Beach State Park. Mr. Hale, who has a PhD in science and is an adjunct professor at Stockton State College, will start at the park on June 28. Ms. Laboy also announced that she will be leaving her position at the park on June 28. Becky will be missed, and we all wish her well.

CEC Leadership

The CEC Chair and Co-Chair have fulfilled their two-year terms. According to the CEC charter, the Co-Chair becomes the Chair, and a new Co-Chair is chosen. Ms. Raabe nominated Mr. Dalzell for Co-Chair, seconded by Mr. Claus. Ms. Auermuller expressed reservations about her ability to fill the position of Chair because of work and personal time commitments, and she moved to have Ms. Andersen stay for a second term as Chair. The CEC approved Angela as Chair and Wes as Co-Chair, effective immediately.

Barnegat Bay Festival Report

Ms. Hyle reported that the 16th annual festival was the largest yet, with about 3300 people attending and 76 exhibitors, 33 vendors, and 12 food vendors participating. The Guardian of Barnegat Bay Award honored Roger Locandro in the category of Lifetime Achievement and Lindsey Van Zile in the category of Pete McLain Young Environmental Steward. Dr. Locandro was in Japan at the time of the ceremony, and the award was accepted on his behalf by a group of his students and colleagues. Ms. Hyle also reported that despite budget cuts for the BBP, the

option for the festival remains in the BBP workplan. The biggest expense for the festival is the rental of tents. The CEC discussed finding sponsors for the tent rentals and reaching out to the Barnegat Bay Foundation for assistance with locating sponsors. Sponsors could also help support children's programs at the festival. Mr. Claus made a motion to support having the festival in 2014, approved by the CEC.

Action: Ms. Andersen will reach out to Mary Ann Bageac of the BBF about sponsors for next year's festival.

DEP Education Update

Ms. Hoffmann reported that several education partners participated in the Barnegat Bay water festivals held at the two winning schools in the DEP's rain barrel contest (June 6th at Pinelands Regional Junior High School and June 17th at Donahue Elementary in Barnegat). One of the rain barrels has been installed at the "Life on the Edge" exhibit at the Tuckerton Seaport, and others will be exhibited at various locations throughout the watershed. An app for boaters about the ecologically sensitive areas, based on pre-Sandy data, is now available on the DEP website. An EPA grant is funding a reassessment of these areas post-Sandy, and the maps will be updated following the reassessment. The BBP recently received DEP approval of a 319 grant to develop a NJ Yards website and has started working on it with the subcontractor, Fusionspark Media. The DEP is expanding its outreach on the NJ Fertilizer Law by planning in-class workshops and Spanish translations of materials.

BBP Update

Ms. Maxwell Doyle informed the CEC about plans underway to publish a NJ handbook about preparing for natural hazards. The handbook would be similar to others created in Delaware and other states. JCNERR and NJ Sea Grant Consortium will partner on the project.

Ms. Walzer showed two preliminary designs for a BBP "flyer" for the Toms River mural project. Downtown Toms River forwarded the draft designs for our comments. CEC suggestions were to use a logo with a transparent background and also to use the festival tagline, "Barnegat Bay – Yours to Restore and Explore" on one of the flyers.

Ms. Walzer informed the CEC that Conserve Wildlife Foundation has started planning a forum for its "Businesses for a Healthier Barnegat Bay" project.

Communication Plan Revisions

Ms. Walzer has started the revisions and will continue working on them. Once completed, a draft of the revisions will be emailed to CEC members for their review and comments.

Action: She will continue to work on the draft revisions.

Partner Updates

Mr. Claus is looking for rack cards and other publications for the kiosks at Mantoloking Bridge Park and the Ocean County Parks office.

Mr. Brandt announced that EPA and Sustainable Jersey are sponsoring a workshop about green infrastructure at Duke Farms on July 31. He will forward the information to the CEC.

Ms. Auermuller shared that NOAA will be filming post-Sandy during the week of July 8th and is looking for video taken during the storm. The film is about building more resiliently. She also discussed two new documentary films, "Shored Up" and "Landfall: Eyes on Sandy." Ms. Andersen said that the latter will be shown on June 28 and July 3 at the Surflight Theater.

Next CEC meeting

The CEC discussed having a pontoon boat tour of the bay captained by Mr. Claus at the next meeting on July 17. The boat tour will be followed by a short meeting.

Action: Mr. Claus will check the boat schedule and let the CEC know if the boat will be available on July 17.