



Barnegat Bay Partnership
DRAFT Communications and Education Committee (CEC) Meeting Minutes
June 21, 2012 at Ocean County Soil Conservation District

Present:

Members: Lisa Auermuller (JCNERR), Karen Walzer (BBP), John Leonard (BBP Citizen Representative), Chris Claus (OC Parks), Tanya Oznowich (NJDEP, Scott Bruinooge (OCC), Christine Raabe (OCSCD)

BBP Staff (non-voting members): Betsy Hyle

Guests: Joel Mott (Pinelands Commission), Nola Leone (Betsy's Festival intern)

Members Absent: Angela Andersen (LBIF), Wes Dalzell (ReClam the Bay), Mike Hunninghake (PPA), Helen Henderson (ALS), Kyra Hoffmann (NJDEP)

Review and Approval of Meeting Minutes

Mr. Claus made a motion to approve the minutes of the May meeting, seconded by Ms. Auermuller, all in favor.

STAC Projects and Education and Outreach

The CEC discussed proposed education and outreach language to add to future RFPs. The members agreed to include the following points in the language. The educational and outreach plan should be budgeted at a minimum of 5% of the grant amount requested from Barnegat Bay Partnership (BBP), unless the proposal demonstrates that education and outreach can be effective with a lesser amount. The plan should have a method of assessment. Principal Investigators (PIs) are encouraged to contact the CEC for assistance when developing the plan. A subcommittee of CEC members will work with the PIs in this regard, and Chris Claus has volunteered to be on the subcommittee. The language to be added to the RFP should include examples of education and outreach applications, such as publications, presentations, and website content. Any point system used in evaluating STAC proposals should be revised to include points for education and outreach, equivalent to 5% of the total number of points. It was suggested that bonus points be awarded if more than 5% is budgeted. Members of the CEC will review and evaluate the education and outreach plans of the proposals during the STAC evaluation process and submit the ratings to the BBP Program Scientist, Jim Vasslides.

Actions: Ms. Auermuller volunteered to draft language to add to the RFPs and email it to CEC members for their review and comments. She will compile the results and submit a final draft to Mr. Vasslides for his review and presentation to the STAC for consideration.

Communicating Barnegat Bay Research

The CEC discussed Mr. Claus' idea to publish (either paper or electronically) a Barnegat Bay Research Journal, once or twice a year, with articles about the latest scientific research. Other

ideas discussed were a Barnegat Bay Science Symposium, monthly webinars by researchers, and monthly public programs presented by scientists.

CEC Grant Program

The CEC discussed the future of the CEC grant program and agreed on the following points. A RFP should be issued to ensure an open review process, the RFP should focus on a specific priority item in the Communication Plan and Strategic Plan, the RFP should encourage partnerships, one to two large-scale projects and one to two small-scale projects should be awarded, with a grant range from \$1,000 to \$7,500. The CEC decided to review and revise the existing minigrant forms and/or draft new ones for the CEC RFP. To allow adequate time for this task and for submitting it to the Advisory Committee for their review and approval, the CEC decided to aim for a winter, 2013 date for the RFP. This timing would also allow for an announcement of the RFP at the annual Education and Outreach Retreat in January.

Actions: The CEC will work on the language for the CEC RFP at the next CEC meeting on July 26th and submit the proposed RFP to the Advisory Committee for approval at the September AC meeting.

Festival

Ms. Hyle reported that about 3,000 people attended this year's festival. The number of exhibitors (50) and vendors (40) was up from last year. A vendor suggested starting the festival later, since most people arrived in the afternoon. This suggestion will be considered for next year, possibly starting at 11 a.m. and ending at 5 p.m. Workshops were held during the festival this year. The scheduled workshops were not well-attended, although people stopped to ask questions all day long at the exhibits of the workshop presenters. Workshops may be discontinued next year. Ms. Hyle received two inquiries about the use of the rented tents on Friday and Saturday next year – for a nonprofit fundraiser and a Barnegat Bay Foundation event. About 30 festival attendees completed a survey form about the festival. The responses were tabulated by Nola Leone (special events intern). CEC suggestions for increasing the number of responses next year were distributing the surveys on the shuttle buses and using a postcard with a link to take the survey online. Ms. Hyle reported on advertising for the festival. This year an online Asbury Park Press ad was used. This online ad had a higher than average click through rate. Out of the limited number of surveys collected, no one heard about the festival through the movie theater ad. This type of advertising should be reconsidered for next year's festival.

BBP Video Projects

Ms. Hyle reported that the BBP field technicians are doing short weekly video updates on the BBP sea nettle project and posting them on BBP's YouTube channel. BBP will have access to video editing software (Adobe) at Ocean County College. Ms. Hyle raised the possibility of ordering professional editing software, Final Cut Pro, for the new BBP office location and making it available for use by partners. She reported that Jarvis Productions will start working on the BBP PSAs this summer and soon will have an employee with experience doing animation.

NJDEP Education and Outreach Report

Ms. Oznowich reported that DEP is conducting a study of boater impacts this summer using volunteer observers to record data. DEP boating flyers are available and will be distributed during the DEP boating enforcement sweeps this summer. DEP waterproof boating posters will

be distributed to marinas and rental locations. A new DEP water monitoring educational video (about 20 minutes long) will be available online soon. The video covers field, lab, and transportation/chain of custody requirements and procedures, including QUAPPs. DEP has placed three new continuous monitoring buoys in the bay. Following successful lake surveys during the May Blitz, DEP has initiated a NJ Lake Watch Program. The program consists of visual lake assessments by citizen volunteers reporting their data to DEP. Ms. Oznovich requested CEC input regarding outreach to schools for the next Blitz. The Barnegat Bay Action Plan updates by DEP Commissioner Martin will now occur annually, and the next update will be in December, 2012.

Actions: Ms. Oznovich will email the NJ Lake Watch link to the CEC. CEC members should send her any ideas about outreach to schools for the Blitz.

BBP Public Outreach Coordinator Report

Ms. Walzer reported that BBP has the opportunity to be the host agency for the NJDEP Barnegat Bay Watershed Ambassador, and the CEC endorsed this idea. Ms. Walzer reported that the BBP native plant guide project has been completed and distributed copies of *Going Native* to the CEC members.

Upcoming Events and Meetings

LBIF Barnegat Bay Day (7/6)

Friends of IBSP Beach Plum Festival (9/9)

Advisory Committee meeting (9/11)

NJDEP WILD Outdoor Expo (9/15 & 16)

Next CEC meeting

July 26 at 9 a.m. at Ocean County Soil Conservation District – special agenda: working on the language for the CEC grant program RFP.