



Barnegat Bay Partnership
DRAFT Communications and Education Committee (CEC) Meeting Minutes
July 26, 2012 at Ocean County Soil Conservation District

Present:

Members: Angela Andersen (LBIF), Lisa Auermuller (JCNERR), Karen Walzer (BBP), Chris Claus (OC Parks), Scott Bruinooge (OCC), Christine Raabe (OCSCD), Wes Dalzell (ReClam the Bay), Mike Hunninghake (PPA), Helen Henderson (ALS), Kyra Hoffmann (NJDEP), Peter Brandt (EPA)

BBP Staff (non-voting members): Stan Hales, Martha Maxwell-Doyle

Guests: Joel Mott (Pinelands Commission), Chelsea Simkins (MTA), Patricia Resto (Brick MUA), Louise Wootton (GCU), Barbara Spinweber (EPA) via phone

Members Absent: John Leonard (BBP Citizen Representative), Tanya Oznowich (DEP Alternate)

Review and Approval of Meeting Minutes

Mr. Claus made a motion to approve the minutes of the June meeting, seconded by Mr. Bruinooge, all in favor.

STAC Projects and Education and Outreach

The CEC reviewed proposed language regarding the addition of an education and outreach requirement to future STAC RFPs. Following the June 21st meeting, Ms. Auermuller emailed draft language to all CEC members for comments and input. After discussion, the CEC approved a final draft of the language (see attached) to forward to the STAC for their approval.

Actions: Ms. Auermuller will email the final draft to the BBP Program Scientist, Jim Vassslides, and to the STAC Chair and Vice Chair, Ms. Wootton and Ms. Heather Saffert, for consideration by the STAC at its next meeting.

CEC Grant Program

CEC members discussed the new CEC grant program and worked on draft language for the grant RFP. The starting point for the language is the BBP minigrant program RFP in 2010. A total of \$30,000 is available for the grants in 2012. Supporting its goal to fund one or two large projects as well as a few small ones, the CEC decided the awards will range from a \$1,000 minimum to a \$10,000 maximum. After discussion, the CEC decided a flyer with basic information about the grant should be distributed to interested parties and further information, including the application form, should be made available on the website.

The types of projects eligible for funding were discussed. The CEC decided that the focus should be on priority topics as delineated in the Communication Plan. The CEC discussed topics that had the lowest percentage of outreach effort based on a survey of education and outreach practitioners (see page 6 of the “Barnegat Bay National Estuary Program: Putting All the Pieces Together,” a communications and outreach plan supporting the BBP’s 2008 – 2011 Strategic Plan; Note: this plan will be reviewed and updated upon completion of the BBP’s 2012 – 2017 Strategic Plan) The topics receiving the least outreach according to the survey are fisheries and fisheries decline, climate change and sea level rise, oceans, Pinelands ecology, and geology and soil. Ms. Spinweber commented that climate change is also

an overall priority in the new Strategic Plan. The CEC decided the next RFP should specify some of these topics as priorities but not exclude proposals on other topics. The CEC also discussed including language encouraging applicants to reach out to underserved communities. The CEC decided that proposals addressing the priority topics and underserved audiences should receive additional points in the rating process.

There was a discussion about the evaluation of proposals. Any CEC members associated with a proposal must recuse themselves from the evaluation process. The CEC discussed having education and outreach organizations from outside the watershed, as well as representatives from the EPA, NJDEP, and Ocean County, on the evaluation committee.

Responsibility for assessment of the educational activities funded was discussed. Ms. Spinweber pointed out that any surveys funded by federal grant money must be reviewed and approved by the US Office of Management and Budget (OMB). There was a discussion about whether or not surveys funded by the applicant's match, or other sources besides federal grant funds, would require review by OMB, and Ms. Spinweber will research that question.

Actions: The CEC will continue to work on the language for the CEC RFP at the next CEC meeting on August 15th and submit the proposed RFP to the Advisory Committee for approval at the September AC meeting.

New Members

During the Advisory Committee conference call of July 10, 2012, the AC approved a revision to the CEC charter increasing the maximum number of members from 12 to 15. The CEC added two new members during the meeting. Ms. Raabe moved to add Joel Mott, NJ Pinelands Commission, seconded by Mr. Claus, all in favor. Ms. Raabe also moved to add Chelsea Simkins, Marine Trades Association, seconded by Mr. Dalzell, all in favor. The total number of CEC members now stands at 14.

Partner Updates

Dr. Hales informed the group about the Congressional boat tour of the bay scheduled for August 28th from 9 a.m. to noon. There was a discussion about BBP partners organizing a National Estuary Day (September 29th) event and about a possible visit by EPA Regional Administrator Judith Enck on that day. Ms. Auermuller announced a NJDEP Land Use Regulation workshop to be held on September 20th at Ocean County College. Mr. Claus announced the official opening of Mantoloking County Park and also reiterated his opinion about the value of starting a Barnegat Bay Research Journal. Ms. Raabe shared information about the South Jersey Resource Conservation and Development bike tour des farms on September 8th. Ms. Henderson distributed copies of the American Littoral Society's new "Bayscape for Barnegat Bay" brochure and gave an update about the Barnegat Bay Listening Session on July 31st. Mr. Mott said the Pinelands Short Course will be held on March 24, 2013, and he is looking for programs. Ms. Simkins invited CEC members to exhibit at the MTA's boat show on September 21 – 23.

Next CEC meeting

August 15th at 9:00 a.m. at OCSCD