



**Barnegat Bay Partnership**  
**DRAFT Communications and Education Committee (CEC) Meeting Minutes**  
**August 15, 2012 at Ocean County Soil Conservation District**

**Present:**

**Members:** Angela Andersen (LBIF), Lisa Auermuller (JCNERR), Karen Walzer (BBP), Christine Raabe (OCSCD), Kyra Hoffmann (NJDEP), Barbara Spinweber (EPA Alternate) via phone

**Guests:** Patricia Resto (Brick MUA), Becky Laboy (Island Beach State Park)

**Members Absent:** John Leonard (BBP Citizen Representative), Chris Claus (OC Parks), Scott Bruinooge (OCC), Wes Dalzell (ReClam the Bay), Mike Hunninghake (PPA), Helen Henderson (ALS)

**Review and Approval of Meeting Minutes**

Review and approval of the July meeting minutes was tabled, due to the lack of a quorum at the meeting.

**Survey Approvals**

Ms. Spinweber researched the question of when U.S. Office of Management and Budget (OMB) approval is needed for surveys done as part of EPA 320 funded projects. She reported that even if a survey is paid for by the grant recipient's matching funds, OMB approval is still required. However, if a survey is funded through "leveraging" by another, non-federal organization and BBP Program Office staff is not involved in the design or implementation of the survey, then OMB approval is not required.

**STAC Projects and Education and Outreach**

Ms. Auermuller reported that after one minor edit was made to the education and outreach language to be added to future STAC RFPs, the final draft of revisions to the RFP was emailed to Jim Vasslides, BBP Program Scientist, and Louise Wootton, STAC Chair, and Heather Saffert, STAC Vice-Chair.

**Actions:** The proposed CEC additions to the STAC RFP will be presented to the Advisory Committee members for their consideration at the September 11<sup>th</sup> meeting.

**CEC Grant Program**

Ms. Spinweber clarified the EPA definition of "underserved," closely related to EPA's Environmental Justice program, and is meeting with the EPA EJ staff to determine what communities in the Barnegat Bay Watershed meet the definition of an EPA EJ Community of Concern. The CEC agreed that the term "under-targeted" is more appropriate to refer to audiences determined by the Communications Planning Survey to be in need of more outreach (i.e., tourists, realtors, businesses).

Regarding the timeframe of the grant RFP, the CEC discussed issuing the RFP in October and setting a deadline for mid-December.

CEC members discussed the evaluation portion of the proposed RFP and how many points to assign for addressing the priority topics and audiences. The members present concluded that 10 points should be assigned for each; however, since a quorum was not reached, an email will be sent to all CEC members for feedback on this point. Regarding the evaluation process, Ms. Andersen suggested using members of the regional CAC/CEC group as external reviewers. Ms. Spinweber asked that such a request be sent to her with the final RFP draft and timeline.

**Action:** Ms. Walzer will email the draft Communication and Education RFP with the suggested point system to all CEC members for comments. A final draft will be submitted to the Advisory Committee for approval at the September AC meeting. Ms. Walzer will work on a flyer about the grant program.

### **Senior Outreach**

Regarding the education modules being developed by Ms. Hyle, BBP Special Events Coordinator, for senior citizens, an idea about having a day of Barnegat Bay trips and programs for seniors was discussed. CEC members felt that the outreach would be more effective if presentations are brought to the senior centers. CEC members suggested training volunteers, such as the Barnegat Bay Volunteer Master Naturalist, to do the presentations.

### **Barnegat Bay Saturday Workshop**

The CEC discussed the possibility of having a day of talks, presentations, and field trips for the public about the bay and watershed. The day would be similar to the Pinelands Short Course. Ms. Auermuller recalled that something similar was done in the past – called the “Estuary Academy.”

### **Partner Updates**

Ms. Hoffmann reported that the DEP is updating its Barnegat Bay website and that planning is underway for the next Barnegat Bay Blitz on October 18<sup>th</sup>.

Ms. Andersen reported that LBI’s new Rocket Composter will be officially unveiled in September.

### **Next CEC meeting**

September 27<sup>th</sup> at 9:30 a.m. – location to be determined