



Barnegat Bay Partnership
DRAFT Communications and Education Committee (CEC) Meeting Minutes
September 11, 2013 at BBP Office

Present:

Members: Angela Andersen (LBIF), Wes Dalzell (ReClam the Bay), Lisa Auermuller (JCNERR), Christine Raabe (OCSCD), Karen Walzer (BBP)

BBP Staff: Betsy Hyle, Stan Hales

Guests: Lynette Lurig (DEP)

Members Absent: Scott Bruinooge (OCC), Helen Henderson (ALS), Kyra Hoffmann (DEP), Peter Brandt (EPA), Joel Mott (Pinelands Commission), Chelsea Simkins (MTA), Patti Resto (Brick MUA), Chris Claus (OC Parks)

Review and Approval of Meeting Minutes

Approval of the July meeting minutes was tabled due to a lack of a quorum at the meeting.

Citizen Representative Alternate to the Policy Committee

There was a discussion about soliciting nominations for a citizen representative alternate. The alternate position is currently vacant. The original alternate, Brian Ruhmann, resigned shortly after being selected because of his wife's health issues. The CEC decided that more information about the duties, such as the frequency of meetings, should be added to the call for nominations before distributing it to partners and the media. A suggestion was made to ask John Leonard, for his input regarding the duties. The CEC decided there should be a December deadline for nominees to submit applications, followed by interviews in late January/early February.

Action: Ms. Walzer will work on revisions to the call for nominations.

DEP Education Update

Ms. Lurig reported that the DEP will be scheduling the Commissioner's next 10-point plan update sometime in December, 2013. It has been 18 months since the Commissioner's last update. Ms. Lurig asked the CEC for suggestions for the update location. Ideas included Ocean County College, Georgian Court University, Tuckerton Seaport, and Long Beach Island Foundation of the Arts and Sciences. The DEP has decided to focus clean-up efforts on state parks this fall instead of having the usual fall Blitz; however, the rain barrel contest will still be held this fall. The DEP will be distributing 50 rain barrels to schools in the watershed around November. A new requirement will be that a participating school must do a clean-up and find a partner school, which can be anywhere, to also hold a clean-up. The contest judging will happen in January/February. There was a discussion about education regarding the litter problem in the watershed. One suggestion was publishing an article about the economic costs of litter

Communication Plan Revisions

The CEC reviewed the first draft of the revised Communication Plan matrices and made the following recommendations: add a narrative introduction that includes what the CEC has accomplished in implementing the original plan, reorganize the first section from the original plan to cover overall communication and education objectives, include a biennial market inventory to assess education and outreach needs.

Action: Ms. Walzer will incorporate the suggestions of the CEC into the draft plan. Then the CEC will hold a special meeting to review the changes.

Next CEC meetings

Ms. Walzer will send a Doodle poll to set a meeting date for CEC members to work on the draft of the revised Communication Plan prior to the next regular meeting.

Next regular meeting will be on October 23, 2013 at 9:30 a.m. at the BBP office