



Barnegat Bay Partnership
Communication and Education Committee (CEC)
Minutes of September 25, 2019 Meeting
Ocean County College, Gateway Building, Conference Room 401

Attending CEC Members: Wes Dalzell (Chair, RCTB), Shari Kondrup (Co-Chair; BTMUA), Chris Claus (Ocean County Parks & Recreation), Kaitlin Gannon (JCNERR), Becky Laboy (OCSCD), Lynette Lurig (NJDEP), Amber Mallm (MC Planning), Joel Mott (Pinelands Commission), Kelly Scott (IBSP), Karen Walzer (Staff Liaison)

On the phone: Chelsea Kulp (NJ American Water), Barbara Spinweber (US EPA, R2)

CEC Members Absent: Dr. John Wnek (MATES), Angela Andersen (Long Beach Township), GraceAnne Taylor (SBB)

Attending Guests: Bruce Beveridge (Barnegat Shellfish), Heidi Thompson (Jersey Shore Style)

Barnegat Bay Partnership Staff in Attendance: Dr. Stan Hales(*ex officio*), Betsy Hyle (*ex officio*)

Welcome and Introductions.

The meeting was called to order at 9:30 a.m. and introductions were made.

Review of Draft Agenda and CEC minutes of July 24, 2019

There were no changes proposed for the draft Agenda. Ms. Spinweber requested that her partner update in the July minutes be revised to state that the draft CCMP was under review by EPA Region 2 and EPA Headquarters. Mr. Mott made a motion to approve the corrected July minutes, which was seconded by Ms. Lurig and approved by consensus.

CEC Membership and CEC Charter

In a very close vote conducted by email prior to the meeting, Kaitlin Gannon received the most votes to become the new CEC Co-Chair. Everyone thanked Wes Dalzell for doing a great job of chairing the committee over the last two years, and welcomed Shari Kondrup as the new Chair and Ms. Gannon as the new Co-Chair. The CEC considered the nomination of Amber Mallm as a new member representing the Monmouth County Planning Department. Mr. Claus made a motion to approve the addition of Ms. Mallm, which was seconded by Shari and approved by consensus. The CEC Charter, revised as per discussions during the last CEC meeting, had been

emailed to members prior to the September meeting. With the addition of Ms. Mallm, the total number of CEC members has reached 15. CEC discussed an additional revision to the Charter – increasing the maximum number of members specified in the CEC Charter from 15 to 20. Shari made a motion to revise the membership limits to allow for up to 20 members and to approve the revised Charter with that change, seconded by Mr. Claus and approved by consensus.

Action: The BBP will present the revised CEC Charter to the Advisory Committee for its approval.

Comments on the Draft CCMP

The draft CCMP public comment period ended on August 31st, 2019. A total of eight responses were received through the comment form on the BBP website and a total of seven comments through the designated CCMP email address, CCMP@ocean.edu. BBP staff held three “Your Bay, Your Say” public comment events and also met with various stakeholder groups and government entities. BBP staff recorded all comments made at these events and meetings.

One of the comments submitted was about establishing a Citizen Advisory Committee (CAC). There was a discussion about how CAC responsibilities could potentially overlap with CEC responsibilities, especially regarding outreach. Dr. Hales advised the CEC that the formation of a CAC would first require the approval of the BBP Advisory and Policy Committees.

The BBP received two sets of comments from EPA, one from Region 2 and one from EPA Headquarters. EPA Region 2 recommended adding two Water Quality actions, one about managing and mitigating the impacts of septic systems and the other about reducing the impacts of trash. Both actions are being added to the CCMP.

Action: The BBP’s responses to the comments will be included in the CCMP.

BBP Communication/Marketing Plan Development

CEC discussed the latest revision of the draft Marketing Plan RFP. Ms. Gannon made a motion to approve the wording of the RFP, seconded by Mr. Mott and approved by CEC consensus. Mr. Dalzell commented that a schedule with specific deliverables should be added to the RFP. Ms. Simkins questioned whether the \$30,000 available to applicants would be enough to design a marketing campaign for each of the four CCMP priorities, and suggested one campaign that addresses multiple priorities instead.

Action: Ms. Walzer will add a schedule with deliverables and reduce the number of campaigns requested in the RFP, then work with Ocean County College’s Purchasing Department on the final wording.

BBP Outreach Report

Ms. Hyle announced that she will be leaving the Barnegat Bay Partnership staff, effective on October 18, 2019. She explained that she is ready to move on to new life adventures and thanked everyone for working with her on the festival, videos, and other outreach initiatives. IN the time before she leaves, Ms. Hyle will be working with Kirk Jarvis on two new BBP videos. One is about the living shoreline projects on Iowa Court in Little Egg Harbor and Green Street in Tuckerton. The other is about the impacts of climate change with a focus on how it affects our lives.

Barnegat Bay Tent at NJ WILD Expo. NJDEP provided not only one but two 20x20 tents with a Discover Barnegat Bay banner for the two-day event. The BBP, Brick MUA, SBB, OCSCD, MATES Project Terrapin, Barnegat Bay Shellfish (Bruce Beveridge), and Ocean County Mosquito Commission exhibited under the two tents, which were set back from the main road and located between the food vendors and sporting dog area. CEC discussed the pros and cons of being under the separate tent vs. under the main environmental tent, and recommended requesting the Discover Barnegat Bay tent be located closer to the main road and environmental tent for next year's event.

Jersey-Friendly Yards Conference: Ms. Walzer asked CEC members to help spread the word about the 2019 conference, "Putting Your Jersey-Friendly Yard into Practice," which will be held on October 19th at Ocean County College. There will be two featured speakers, Bruce Crawford (Director of Rutgers Gardens) and Pat Sutton (Naturalist and Author), a workshop session, exhibitors, and a native plant sale.

Partner Updates

Pinelands Commission: Mr. Mott is still looking for presenters for the 31st Annual Pinelands Short Course to be held March 14th, 2020. The Commission is starting a new monthly speaker series about Pine Barrens history and ecology which will be held on the third Thursday of the month.

NJDEP: The Cattus Island County Park Junior Naturalists were the winners of the DEP's Rain Barrel Challenge. They will be rewarded with a visit to Island Beach State Park, where they will enjoy a range of activities, including seining and clamming. Save Barnegat Bay is hosting a three-day conference about Barnegat Bay, "Charting the Course," at the Holiday Inn in Manahawkin on October 22-24.

JCNERR: Teachers on the Estuary (TOTE), a three-day professional development workshop, was held in August. This year the focus was on climate change impacts. Over 500 people attended the open house at the Rutgers Marine Field Station on September 14, 2019. JCNERR is hiring two part-time staff – a Volunteer Coordinator and a Community Coordinator.

OCSCD: Volunteer Lisa Mazzuca has been working to improve and replant the Soil Health Improvement Project (SHIP) native plant gardens at Jakes Branch County Park. Ms. Laboy is visiting the "Experience Jersey-Friendly Yards" homeowner gardens to take photos of how they are progressing. The 2020 Environmental Educators Roundtable will be April 22nd, which is on Earth Day, and the keynote speaker will be Kelly Gill of the Xerces Society. The OCSCD is looking for presenters who can provide a STEAM lesson or curriculum that aligns with Next Generation Science Standards. The 2020 Envirothon will be on May 2nd. Ms. Laboy will be in charge of the wildlife station, and anyone who would like to help with the station should contact her.

RCTB: Mr. Dalzell informed that the upwellers are still running but will be winding down at the

end of September, when the clams and oysters the volunteers raised will be placed in the bay. RCTB is gearing up for Shellfish in the Classroom programs.

MC Planning: The next Monmouth County roundtable event is on October 29th and will focus on plastics and recycling. Ms. Mallm will email a flyer about the event. The public comment period for the draft Monmouth County Open Space Plan is open; the [draft plan](#) is available on the Monmouth County Park System's website.

IBSP: Ms. Scott updated that the Beach Plum Festival was very successful this year, with great weather and attendance. The Clean Ocean Action Student Summit will be held at the park on October 3. The park is exploring the idea of a living shoreline project at A15 to address an erosion problem. The Osted wind farm project is proposing running transmission lines across the park through OB2 on the way to the mainland.

BTMUA: Ms. Kondrup updated about the Metedeconk Restoration Plan. She has emailed proposed educational signage for the new Boardwalk area at Brick Plaza to Amanda Cheslock at Federal Realty Metrovation, the management company for the property. The Lake Carasaljo Stormwater Improvements Project was selected for the NJ Section American Water Resources Association (NJAWRA) Excellence in Water Resources Management Award.

The Weekends at the Reservoir programs have concluded for this year. The August program was about the steps to a Jersey-Friendly Yard and the September program was about composting. Ms. Kondrup is checking on whether organizations participating in the Water Festival at Brick Reservoir next August will be allowed to sell items or collect donations.

Ms. Kondrup gave two presentations on how to build self-watering bucket planters on Sunday, September 8th at the NJ WILD Expo and three How to Save H2O presentations to three libraries within the Ocean County Library system.

OC Parks: Mr. Claus continues to offer "Borrow a Naturalist" programs to schools. He is organizing the annual "Trunk or Treat" event at Ocean County Park, and is looking for groups to participate. It will be held on October 26 from 7-8:30 p.m.

NJ American Water: Ms. Kulp shared that she is now certified as a Project WET trainer.

Adjournment

The meeting adjourned at 11:45 a.m. The next CEC meeting will be November 13, 2019.