



**Barnegat Bay Partnership**  
**DRAFT Communications and Education Committee (CEC) Meeting Minutes**  
**September 27, 2012 at Cattus Island Park**

**Present:**

**Members:** Angela Andersen (LBIF), Karen Walzer (BBP), Tanya Oznowich (NJDEP), Chris Claus (OC Parks), John Leonard (BBP Citizen Representative), Joel Mott (Pinelands Commission)

**Guests:** Patricia Resto (Brick MUA), Becky Laboy (Island Beach State Park), Clint Lehman (RCTB), Anne Hart (Town Square Media)

**Members Absent:** Scott Bruinooge (OCC), Wes Dalzell (ReClam the Bay), Mike Hunninghake (PPA), Helen Henderson (ALS), Lisa Auermuller (JCNERR), Christine Raabe (OCSCD), Chelsea Simkins (MTA), Peter Brandt (EPA)

**Review and Approval of Meeting Minutes**

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

**Barnegat Bay Week**

Anne Hart of Town Square Media (TSM) attended the meeting to discuss her idea of having a “Barnegat Bay Week.” Ms. Hart is still in discussions with managers at TSM about setting a date for the week and wanted our feedback. TSM would solicit sponsorships for their website page about the week – the webpage would have information about Barnegat Bay, which BBP would provide to TSM. The TSM website would have links to the BBP website and Facebook page. The radio stations owned by TSM are The Point 94.3, The Hawk 105.7, WOBM, and Talk Radio NJ. Ms. Hart said that a narrow message works best for the website page.

**Action:** Ms. Hart said she would email more details about what is involved to Ms. Walzer.

**CEC Grant Program**

There was a discussion about distribution of the CEC grant program brochure. Mailing it to Trust for Public Land’s email list was suggested. The CEC also discussed the process for reviewing the grant proposals. Ms. Walzer will do an initial review to determine if application requirements are met. The review committee will consist of CEC members with no connections with the proposals and external reviewers. Those present felt it would be best to keep the number on the committee to 10 or less.

**Education and Outreach Retreat**

The CEC discussed ideas for the 2013 BBP Education and Outreach Retreat. Suggestions included Barnegat Bay science research presentations, training in using GIS for education, and

CEC grant program presentation. Those present at the meeting favored the idea of scientists presenting general information about their research topics and research results to the educators at the retreat with the goal of interpretation for the public.

**Action:** Ms. Walzer will contact scientists about presenting at the retreat.

### **DEP Education Update**

DEP is developing a phone app with a map of ecologically sensitive areas in the bay and other tips for boaters. The next Barnegat Bay Blitz on October 18<sup>th</sup> will include a Rain Barrel Challenge for schools. The participating schools will receive an educational presentation about preventing water pollution, decorate a rain barrel, and submit it in a competition. The winning school will get a Water Festival from DEP. There will be an opportunity to present curriculum ideas to the Ocean County School Board Association meeting on October 3<sup>rd</sup> and to the Ocean County Superintendents meeting in April, 2013.

### **Next CEC meeting**

November 15th at 9:30 a.m. – location to be determined