



**Barnegat Bay Partnership  
Communication and Education Committee Meeting**

June 24, 2020 at 9:30 a.m.

WebEx Meeting

**Attending CEC Members:** Kaitlin Gannon (Co-Chair, JCNERR), Lynette Lurig (NJDEP), Joel Mott (NJ Pinelands Commission), Peter Brandt (USEPA), Barbara Spinweber (USEPA), Karen Walzer (BBP Staff Liaison), GraceAnne Taylor (SBB), Wes Dalzell (RCTB), Becky Laboy (OCSCD), Amber Mallm (Monmouth Co. Planning), Chris Claus (Ocean Co. Parks and Recreation), Dr. John Wnek (OCVTS),

**Attending Guests:** Chelsea Pascoe (Orsted), Toni Heater (NJDEP) Jenny Tomko (NJDEP Bureau of Marine Fisheries), George Murnyak (BBP Citizen Representative to the Policy Committee), Heidi Thompson (Jersey Shore Style)

**Barnegat Bay Staff in Attendance:** Dr. Stan Hales (*ex officio*)

**Absent CEC Members:** Kelly Scott (IBSP), Angela Andersen (Long Beach Township), Chelsea Kulp (NJ American Water), Shari Kondrup (Chair, BTMUA)

***Welcome and Introductions.***

The meeting was called to order at 9:30 a.m. by Kaitlin, who informed attendees that the meeting was being recorded, and introductions were made.

***Review of Draft Agenda and CEC Draft Minutes of April 29, 2020.***

The draft agenda for the meeting was approved by consensus. A motion was made by Becky to approve the April meeting minutes, seconded by Lynette and approved by consensus.

***Alternate Citizen Representative Nominees***

Karen informed the CEC that the Advisory Committee will consider its recommendation to approve all three Alternate Citizen Representative nominees during the AC meeting on July 14<sup>th</sup>.

***CEC Input on Bay-Friendly Stewardship Certification Program***

The CEC discussed the survey to be emailed to outreach organizations for feedback about stewardship efforts within the watershed. Lynette suggested asking respondents to provide details about any existing stewardship programs they have. The CEC also discussed ideas for the name and branding of the new program. Becky suggested using Jersey-Friendly Yards, a statewide website and initiative, in the branding along with identifying the Barnegat Bay watershed focus. Joel commented that this approach of using Jersey-Friendly Yards as the overall branding would provide flexibility for the use of the stewardship certification program in other watersheds or regions of the state (such as the Jersey-Friendly Yards: Pinelands Friendly or Jersey-Friendly Yards: Highlands Friendly).

***News Releases***

There was a discussion about media contacts and news releases. Becky suggested sharing media contacts with one another and volunteered to compile a list. Heidi suggested holding a “virtual press conference” to kick off a big program, such as Paddle for the Edge, and offered to help organize one. Chelsea suggested framing the virtual press

conference so that the media attending would get exclusive information. Peter remarked that the topic of COVID will come up and should be part of the message. Heidi offered to put PSAs for watershed environmental organizations on her Jersey Shore Style blog for free (contact her at [ht@jerseyshorestyle.com](mailto:ht@jerseyshorestyle.com)).

### ***Partner Updates and New Business.***

In their updates, CEC members shared how their organizations have adapted outreach during the COVID-19 pandemic.

**OCSCD:** Becky reported she will be presenting the following webinars: virtual soil program for the Native Plant Society of NJ, adapting to climate change in your Jersey-Friendly Yard for the Pinelands Commission with Karen, and how to attract birds to your JFY as part of the JFY webinar series.

**SBB:** Graceanne reported SBB held a virtual rain barrel workshop; participants picked up supplies, and there was a follow-up Q&A afterwards. SBB also holds a virtual seining every Thursday at 10 a.m. The recently launched Barnegat Bay Book Club continues to meet online. The Student Grant Program research projects are underway, and SBB has a new water quality lab at the EcoCenter. SBB hosted Terrapin Appreciation Week programs with Dr. John Wnek. SBB summer interns are assisting with social media and graphics. SBB received grant funding to update its Barnegat Bay curriculum; they're working with The College of NJ to get the curriculum up to NJ Next Generation Science Standards.

**Ocean County Parks:** Chris reported that the new OCP pontoon boat is in the water; boat excursions are being held with a 10-person limit and social distancing. Parks employee Tom Spader has been doing Facebook Live and YouTube videos for outreach.

**NJ Pinelands Commission:** The Pinelands Commission is hosting a webinar every Thursday through the end of August. The webinars are live-streamed on YouTube. Joel is also focusing on reaching out through social media; the PC has a new Instagram account.

**EPA:** Peter reported that EPA is emphasizing safety for water and water treatment facilities during the COVID pandemic. EPA, working with the CDC, is also examining the potential risks of COVID in surface waters which could also impact monitoring activities – including citizen science projects.

**MCDP:** Amber reported the Environmental Council's roundtable events will be replaced with webinars.

**Orsted:** Chelsea reported that Orsted has been holding virtual open houses and webinars, such as the one recently held at the Lighthouse Center. Orsted has launched a new website (<https://oceanwind.com/>). Chelsea said there is \$15 million in funding to get companies started with wind power, and Orsted is prioritizing minority women-owned businesses. Stan mentioned RODA (Responsible Offshore Development Alliance) and ROSA (Responsible Offshore Science Alliance).

**NJDEP:** Lynette reported that Island Beach State Park is starting to hold programs with social distancing. The Conservation Celebration has been postponed. The DEP's 50<sup>th</sup> anniversary events are still on hold. Lynette has noticed more personal watercraft activity this year and has been trying to get the buoys and signage out at the park; she. The watershed ambassadors are working on short videos for the Urban Fishing Program. Toni reported that she partnered with Shari (BTMUA) on a virtual rain barrel workshop held on May 31<sup>st</sup>. Participants picked up the prepped barrels at the Forest Resource Education Center in Jackson prior to the workshop.

**RCTB:** Wes reported the spring semester of Rutgers' Coastal Stewardship course was held virtually with 50 to 70 participants, more than usually attend in person. RCTB will be getting clams and oysters for their upwellers

sometime in July, and will be opening the upwellers for educational programs with COVID guidelines in place. The RCTB educational committee is working on short videos to use on their website and possibly in classrooms. Jenkinson's Aquarium and RCTB are planning a new display at the aquarium that would include a mini-upweller; they are looking for funding for the project.

NJDEP Bureau of Marine Fisheries: Jenny reported Marine Fisheries is developing new Story Maps – one about retail seafood outlets and one about the Sedge living shoreline project.

BTMUA: Karen read Shari's report since she was unable to attend the CEC meeting. BTMUA is still waiting for the Metedeconk Watershed Restoration signs to be installed at Brick Plaza, which has been put on hold due to the pandemic and hopefully will happen in the next few weeks. This year's Brick Schools Metedeconk Watershed Competition ended on May 1st; the winning slogan is "Keeping the Metedeconk water BLUE is what it means to be GREEN!" from Alyson Mullin of Lake Riviera Middle School. Instead of Weekend at the Reservoir programs, BTMUA will be doing "Virtual Evenings at the Reservoir" monthly online presentations on Thursday evenings from 7:00 p.m. to 8:00 p.m. Topics will be about healthy and environmentally friendly landscaping based on principles stated within the Jersey-Friendly Yards website. Shari partnered with Toni Heater of NJDEP on a virtual rain barrel workshop held on May 31<sup>st</sup>.

***Adjournment.***

The meeting adjourned at 11:30 a.m.

Next meeting: August 26, 2020 at 9:30 a.m.