



## **Mobile Bay National Estuary Program Business Resources Committee Meeting**

Mobile Area Chamber of Commerce  
Thursday, October 10, 2013 at 9:30 a.m.

### **Minutes**

#### **Attendance:**

Jennifer Denson, Partners for Environmental Progress  
Beth Thomas, Alabama Power  
Shayla Beaco, Mobile Area Chamber of Commerce  
Eliska Morgan, Executive Director of Gulf Coast Recovery Council  
Judy Adams, Alabama State Port Authority  
Carol Conrad, Keep Mobile Beautiful

Invited guests: Mark Berte, Alabama Coastal Foundation, Casi Callaway, Mobile Baykeeper

MBNEP Staff: Roberta Swann, Kelley Barfoot, Linda Ingram

#### **1. Call to order**

Ms. Linda Ingram called the meeting to order at 9:40 a.m.

#### **2. Welcome and introductions**

Ms. Ingram welcomed attendees and gave a brief overview of the Business Resources Committee and its commitment to collaborate, cooperate and communicate with the business and non-profit community. She asked invited guests to give an overview of their organization and how they are incorporating the Clean Water Future campaign within their organization.

Mr. Mark Berte began by stating the Alabama Coastal Foundation's mission statement. Mr. Berte informed the group that in 2012, ACF was re-organized as a state wide organization. He gave a brief overview of ACF's K-12 and adult educational programs. He stated each program is an opportunity to involve and engage volunteers. Mr. Berte is currently incorporating the Clean Water Future campaign within the ACF newsletter and during presentations. Ms. Ingram asked if he would consider adding the Clean Water Future logo to his letterhead and Mr. Berte said it would need to be approved by the ACF board. Ms. Roberta Swann mentioned the NEP recently purchased a stamp with the Clean Water Future logo and asked each attendee to consider purchasing one and stamp the letterhead and any outgoing correspondence. Mr. Berte suggested that the BRC consider purchasing a stamp for each organization if funding is available. Ms. Swann stated she would consider that as an option.

Ms. Casi Callaway began by giving a brief overview of the Mobile Baykeeper mission, tagline and Coastal Alabama Stormwater Team, CAST. She described how Clean Water Future was developed by CAST as an educational opportunity for all organizations and businesses to adopt. Ms. Callaway stated Mobile Baykeeper will incorporate the Clean Water Future onto their

letterhead and is currently promoting the campaign on their website and through social media. Ms. Callaway suggested that a billboard could be purchased for additional advertisement for Clean Water Future. Mr. Berte stated, Mr. Bart Greer would possibly donate a billboard along Dauphin Island Parkway and he would approach Mr. Greer about the opportunity. Ms. Callaway mentioned that she is currently putting together a rate sheet for advertisement with various media outlets to use when approaching businesses and organizations.

Ms. Jennifer Denson suggested the Clean Water Future campaign to have measureable results and to show the metrics of success. She stated this would be necessary if the BRC were to approach businesses with the intent of them adopting this campaign. She stated businesses want to know how successful the campaign has been and will want to see data results and change. She also suggested the possibility of inviting more business representative to join the BRC to have more input from a business perspective.

Ms. Beth Thomas commented that some businesses have very strict regulations for advertisement and that adopting this campaign or putting the logo on their advertisement might not be an option. Ms. Swann stated it was not necessary for businesses to use the logo, but to incorporate the tagline, Create a Clean Water Future, into their speeches to create repetition of the campaign throughout the community. Ms. Swann suggested including a business approach plan in the BRC's five year strategic plan.

Ms. Callaway stated if the BRC's plan is to have businesses adopt the campaign, the group should consider creating guidelines for usage and branding options. She stated she would speak to the designers of the campaign regarding copyright options.

**3. New business**

Ms. Shayla Beaco gave an overview of the City of Mobile's Stormwater Ordinance. She stated what the money was originally allocated for and how it is currently being used.

**4. Adjourn**

Meeting adjourned at 10:55