



Mobile Bay National Estuary Program Community Action Committee Meeting

Five Rivers Delta Center
Friday March 21, 2014 at 11:30

Agenda

1. Welcome
2. Approval of minutes
3. Final approval of five year strategy
4. Clean Water Future Campaign: what is it, how can you use it
5. Next meeting
6. Adjourn

March 21, 2014
Five Rivers Delta Resource Center

In attendance: Stefanie Christensen, Mobile Baykeeper; Walter Ernest, Pelican Coast Conservancy; David Dueitt, Lake Forest Improvement Committee; Dennis Hatfield, Little Lagoon Preservation Society; Larry Freeman, Bon Secour River Protection Association; Jeanine Norman, League of Women Voters; Allan Hoffman, League of Women Voters; Harold White, Fowl River Area Civic Association; Mark Berte, Alabama Coastal Foundation; Claire Wilson, Dog River Clear Water Revival; Sam St. John, Fowl River Area Civic Association; Diane Burnett, South Alabama Regional Planning Commission; Tuan Do (Dave), Boat People SOS; Ben Raines, Weeks Bay Foundation; Leslie Gahagan, Wolf Bay Watershed; Casi Callaway, Mobile Baykeeper

Staff: Roberta Swann, Kelley Barfoot

Meeting called to order at 11:45

Approval of minutes was motioned by Mark Berte and seconded by Dennis Hatfield. Introductions were made by each attendee.

Casi began by going through the five year strategy to have a finalized version approved. She discussed the suggested changes and removal of certain goals/action items throughout the five year strategy.

The group discussed the first goal of the strategy:

1. **Increase awareness** of coastal resources that support what people value most about living in Coastal Alabama.
 - a. Host at least 15 workshops annually to train citizens and property owners on how to protect and restore what people value most.
 - i. Track number of people
 - ii. Create a reporting mechanism, perhaps a central database accessible by CAC members
 - iii. Create share-able power points to extend reach.
 - iv. Develop a list of potential groups to work with to achieve strategy.
 - v. Determine how/if Continuing Education Credits can be earned through these workshops.
 - b. Host at least 50 presentations annually to educate citizens on how to protect and restore what people value most.
 - c. Encourage and coordinate 15 festivals and other events in the watershed that celebrate the cultural/natural connection.
 - i. Promote upstream connection to Mobile Bay throughout the greater Mobile Bay watershed.
 - d. Create and support programs that expose more people to local waterways.
 - i. Target low-income communities/children.
 - ii. Fundraise to get busses/fund the program. Weeks Bay has idea of getting all 6th graders on the water as an example.

The group agreed to take out contractors/businesses and to designate that group to the Business Resources Committee. Roberta gave an overview of the management conference so folks can understand the different roles of each conference.

Mark Berte suggested that we coordinate with the BRC because there might be some overlap and Casi stated the challenge is that some organizations do work with businesses so we need to be sure that we capture that role of the CAC where necessary.

Casi suggested that we might want to sit down and look at who we have at the table and see who or what organization might fit within the management conference to be most effective once the strategy is finalized; to see what is the best fit for each representative at the table.

Roberta suggested creating a list of workshops/presentations that each group offers. She stated that groups will host presentations to create awareness and host workshops to build their capacity. She also suggested to track the workshops/presentations for the CAC and to report them for measureable results. Casi asked each member to keep track of their presentations/workshops.

The group approved section 1 of the five year strategy and began discussing section 2-3.

2. **Improve community ability to participate in ecosystem based management actions.**
 - a. Engage grassroots groups in assisting with development and implementation of the Project Implementation Committee's (PIC) selected watershed management plans.
 - b. Engage grassroots groups and citizens in collecting data from the Project Implementation Committee's (PIC) selected watersheds for monitoring and research purposes
 - i. Not just water quality, but stream assessments, invasive species monitoring, etc.
 - ii. Track existing programs
 - c. Educate various non-environmental organizations and the public on programs and volunteer opportunities available.
 - i. Create a calendar that is writable by CAC members and viewable by all community members.
 - ii. Create a central website for all events (or utilize CleanWaterFuture.com).
 - iii. Create a listserv/google group for CAC members.
 - iv. Encourage all groups to share the repository and information gathered via their updates/newsletters.

3. **Encourage citizens and community members to support and be more engaged in restoration and conservation of critical habitats.**
 - a. Participate in restoration activities including living shorelines, wetland and sea oat planting in collaboration with Project Implementation Committee.
 - b. Increase turnout at public hearings to encourage municipalities to use landowner conservation tools; e.g. conservation easements, etc.
 - i. Share permits and comment letters, etc. through the listserv.
 - c. Promote living shorelines.
 - d. Promote greenways/blueways/Forever Wild/land acquisition & conservation activities.

The group agreed and approved section 2 and 3 and began discussing section 4-6.

4. **Increase citizen actions to mitigate impact of humans on the environment.**
 - a. Support one social marketing campaign to increase participation in conservation activities.
 - b. Implement at least 3 programs that increase community stewardship through place based grassroots groups.
 - i. For example, Alabama Smart Yards/ Healthy Gulf, Muddy Water Watch and Water Wise Habitat.

- c. *Work with retailers/municipalities to reduce the amount of trash in coastal waterways by 20% through incentives and volunteer opportunities.*
 - d. *Promote enforcement of environmental laws and regulations.*
 - e. *Have 10 organizations adopt and implement the Clean Water Future campaign.*
 - f. *Create an ANTI-LITTERING CAMPAIGN that incorporates existing programs to change citizens' littering habits.*
 - g. *Use existing programs in schools to highlight human impacts on the environment.*
 - i. *For example Bay Buddies, Estuary Corps, Keep Mobile Beautiful, etc.*
 - h. *Conduct a minimum of 25 community cleanups*
5. *Build capacity of grassroots groups.*
- a. *Promote trainings and technology transfer on fundraising.*
 - b. *Promote trainings and technology transfer on volunteers.*
 - c. *Promote trainings and technology transfer on non-profit governance to include leadership and board member development, succession planning, etc.*
 - d. *Host 1 workshop on fundraising, volunteer recruitment and non-profit governance per year.*
6. ***Support needed changes to Federal, State and Local Regulations to improve management of coastal resources and promote enforcement of existing regulations.***
- a. *Promote passage of local referenda crafted by Government Networks Committee.*
 - b. *Support the Clean Water Act, Coastal Zone Management Act, Safe Drinking Water Act, etc.*
 - c. *Provide public comments on new and updated regulations, ordinances, bills, etc. as they are developed.*

The group agreed and approved the document as a final five year strategy for the CAC. The motion was made by Sam St. John and seconded by Mark Berte.

Clean Water Future Presentation was given to the group per request of CAC members.

Leslie discussed the Science Fair and suggested that the CAC become involved in promotion and recognition of local student's achievements. It was suggested that winners could be announced and awarded at the Executive Committee Meeting/Government Networks Committee Meetings or at the annual conference.

Next meeting:

What do watershed management planning look like, how does the community engage in that process and what role can local organizations play.

Meeting adjourned: 1:00 pm

Next meeting July 11, 2014 Five Rivers Delta Center 11:30-1:00

