



**Mobile Bay National Estuary Program
Community Action Committee Meeting**

**May 22, 2012
5:00 p.m. – 6:30 p.m.**

**Original Oyster House
Mobile Bay Causeway
Spanish Fort, AL**

Meeting Objectives-

- a. Reorganize and reenergize the Community Action Committee
- b. Develop a stormwater education marketing team
- c. Develop sub-committees on major community initiatives

AGENDA

1. Call to Order
2. Welcome and Introductions
3. Discuss Purpose and Objectives of CAC (See attachment)

The purpose of this committee is to bring together grassroots organizations for networking, information sharing, issues development, and cooperative training purposes that support the development of grassroots capacity for undertaking environmental activities on a place based scale.

4. A Community Based Stormwater Outreach Campaign: Update and plan outline
 - a. Additional campaign issues
5. Next meeting date
6. Adjourn

Community Action Committee
May 22, 2012, 5 p.m.
Original Oyster House on the Causeway
Minutes

Attending:

Edward Struthers, Fowl River Civic Association; Mark Berte, Alabama Coastal Foundation; Danny Dillard, City of Daphne (for Ashley Campbell); Roberta Swann, MBNEP; Kathy Eddy, MBNEP; Casi Callaway, Mobile Baykeeper; Beth Nichols, Mobile Baykeeper; and Denise Godoy, Good PR. Walter Ernest, Weeks Bay Foundation, arrived during the meeting.

Ms. Swann opened the meeting at 5:10 p.m. and introduced Casi Callaway.

Ms. Callaway explained that a Stormwater Media Campaign is being created by Ms. Godoy's firm, Good PR, because people do not understand the problems associated with stormwater runoff. She said we need to take small steps because "regular" people don't know about the problems and the message needs to be aimed at a broad audience.

Ms. Godoy's firm will put together a stormwater campaign with materials that can be branded with each participating organization's logo and distributed through each organization's network. The campaign will be aimed at the coastline. Later we can decide about moving up the watershed with the message.

Ms. Godoy said her "tool kit" will include press releases, a media contact list, social media tools, scheduled events and a set of "compelling, cohesive messages" to detail the "challenges, opportunities and successes."

Mr. Berte asked how we can reach beyond "the choir" that already understands the problem. Ms. Swann said that the goal is to change behavior by repetition of the message, using different media and to make sure our messaging is backed up by science and tied to quality of life issues. Mr. Struthers expressed a concern that there can be rebellion against trying to change behavior.

Mr. Berte said that trash has to be part of the short term and long term messaging. Ms. Swann said that "A Redfish Tale" addresses stormwater runoff and nutrient pollution. "FishSlap," the second video in the series, addresses litter and pollution carried to waterways by runoff. Together, these videos will help educate the public about proper stewardship.

Ms. Callaway talked about Muddy Water Watch and the Volunteer Field Observer programs and the new Swim Guide as ways the public can monitor water and get involved.

Ms. Swann mentioned the rain barrel workshops and a demonstration cistern at Daphne City Hall and suggested developing a map of such locations to show the public what is being done and what can be done.

Ms. Godoy suggested a matrix of who does what and how stormwater affects different areas.

Ms. Swann discussed "ownership" of watersheds and getting people to understand in which watershed they live and to take responsibility.

Ms. Godoy suggested educational messages on water (utility) bills.

Ms. Swann recommended reviewing the EPA's program, "What Does Water Mean to You?" and consider a competition aspect, possibly a video challenge to the Stormwater Media Campaign.

Mr. Berte asked if we should explain habitat needs. Ms. Swann said the campaign needs to stay focused on stormwater. Efforts to wrap other environmental issues in to the same messaging will dilute the stormwater message.

Ms. Godoy said an executive committee needs to be formed to work with her and she will develop a professional invitation with a "hook" for the initial call to action.

The meeting was concluded at 6:20 p.m.