

Mobile Bay NEP Community Resource Committee
Meeting Minutes



Five Rivers Delta Center, Blakeley Hall Classroom
May 9, 2018 11:30 a.m. to 1:30 p.m.

In attendance:

Carol Adams-Davis, Alabama Chapter of the Sierra Club (Mobile Bay Group)
Mark Berte, Alabama Coastal Foundation
Jessica Bibza, National Wildlife Federation
Hank Caddell, Alabama Coastal Heritage Trust
Casi Callaway, Mobile Baykeeper
Yael Girard, Weeks Bay Foundation
Tammy Herrington, Conservation Alabama Foundation
Kara Lankford, The National Audubon Society
Cade Kistler, Mobile Baykeeper
Mike Magnoli, South Mobile County Community Development Corporation
Phone In-
Andrew Whitehurst, Gulf Restoration Network

Staff: Kelley Barfoot, Tom Herder, Bethany Dickey, Jackie Wilson

Takeaways:

Welcome

The meeting was called to order at 12:00 p.m. CRC Co-Chair Mr. Mark Berte asked everyone to introduce themselves.

Approval of Minutes

After reviewing the minutes from the February meeting, Mr. Hank Caddell made a motion to approve the minutes, with Ms. Jessica Bibza seconding.

Social Marketing Campaign

Social marketing campaign's voting first place choice was The Diverse Delta. The Diverse Delta was nominated by Ms. Yael Girard. It was decided that Yael would lead a subcommittee of volunteer social marketing experts to help establish and manage the campaign. The sub-group volunteers consisted of Ms. Jackie Wilson, Ms. Jessica Bibza, Mr. Hanlon Walsh, Ms. Carol Adams-Davis, and Ms. Yael Girard. Length of the campaign TBD.

CCMP Update

Ms. Kelley Barfoot gave a brief description of the CCMP Update exercise survey results.

EPI-1:

1.1: Host at least 50 presentations annually to raise community awareness on what people value most about living in coastal Alabama. [Reach: 3114]

1.2: Host at least 15 workshops annually to educate citizens and property owners on how to protect and restore what people most value. [Reach: 305]

1.3: Encourage and coordinate 15 festivals and other events in the watershed to celebrate the cultural/natural connection. [Reach: 6114]

1.4: Create and support programs that expose more people to local waterways. [Reach: 327]

Total Reach: 9890

Response:

The CRC members felt the presentations given should address goals and objectives of the CCMP. The group decided to keep the target goal for each year at 50 presentations.

Ms. Jessica Bibza asked to know the number of actual presentations, workshops, festivals, and support programs verses the goal set in the CCMP. Mr. Tom Herder explained the information gathered from the survey will be used for State of the Bay, to accurately report the reach of the Management Conference.

EPI-2:

2.3: Educate various non-environmental organizations and the public on programs and volunteers opportunities available. [Reach: 496]

Response:

Ms. Jessica Bibza brought up the idea that “reach” should be defined as the number of individuals that are aware of volunteer opportunities, perhaps by advertising, versus the number of actual participating individuals.

EPI-3:

3.1: Support one social marketing campaign to increase participation in conservation activities.

Response: The members agreed to support The Diverse Delta campaign.

3.3: Support Government Networks Committee (GNC) and Business Resources Committee (BRC) in developing programs to reduce the amount of trash in coastal waterways by 20%.

[Reach:0]

Response: The members agreed to support the Clean Water Future campaign.

EPI-4:

4.2: Support needed changes in federal, state, and local regulations to improve management of coastal resources and promote enforcement of existing regulations.

[Reach: 5200]

Response: Members agreed to support through letter writing campaigns and promotion of needed changes.

EPI-5:

5.1: Publicly support the development of Watershed Management Plans and their implementation in guiding coastal restoration and community resilience. [Reach: 81]

Response: Members agreed to continue to support the development and implementation of Watershed Management Plans.

5.2: Publicly support state process to establish regulations to more strongly identify and clarify best management practices for living shorelines. Publicly encourage the state to support living shorelines as an alternative to shoreline armoring/bulkheads. Publicly support the establishment of alternative shoreline management practices as the preferred practice to bulkheads.

Response: Members agreed to provide support where needed.

5.3: Publicly support regulatory changes to provide local governments with authority needed to protect natural resources. [Reach: 300]

5.4: Publicly support the establishment and implementation controls and standard at state and local level to protect waterways and wetlands. [Reach: 285]

[Total Reach: 666]

CCMP EPI GOAL	Reach
Total Number of Citizens Reached	16,252
Mobile and Baldwin County	2.6%
State Wide	0.3%

CCMP Survey Feedback and How to Make it Easier

Ms. Kelley Barfoot discussed the CCMP survey feedback’s top complaints which included:

- 1.) Too time consuming
- 2.) Difficult to Understand
- 3.) Tabbed Spreadsheet was too difficult to use
- 4.) Information not relevant to my organization

Response:

Mr. Mark Berte suggested the committee use Survey Monkey, previously discussed by Ms. Casi Callaway. Ms. Callaway suggested the committee be more thoughtful about what we are saying we want to do and how to pull it all together, as we begin the next round of strategic planning. Ms. Jessica Bibza liked the quarterly survey, and suggested for fiscal year 2019 the CRC define the method and scope of what’s to be expected for the year ahead.

CCMP Revision Update

Ms. Kelley Barfoot explained the Shafer Consulting Group is helping the MBNEP to update its current CCMP, including interviewing the Management Conference

facilitators. The Shafer's sat down with Tom Herder and Kelley Barfoot to give their suggestions for the CRC's CCMP strategy update. After meeting with each facilitator, it was determined there would be a conference-wide meeting held on August 30, 2018, where each committee would break into groups to discuss a strategy or suggestions for the update based on suggestions made by the Shafer group. Each group would, at the end of the day/meeting, present their ideas to the entire conference. This will allow each committee to reconvene and complete their CCMP updates. Ms. Tammy Herrington proposed that sub-committees find time to get together as individual groups. It was suggested the social marketing campaign follow the CCMP schedule as far as running September to September. The sub-committee will decide this later. It was also suggested the CRC reconvene before the conference wide meeting so the members can organize their ideas and get everyone's input, especially if there are members that sit on multiple committees.

Announcements/Updates:

Save the Date:

1. Yael Girard, Weeks Bay Foundation- Released a new landowner guide for conservation. This is a guide specifically for Alabama available to those interested in doing any conservation.
2. Mike Magnoli, South Mobile County Community Development Corporation- Detailed inventory of natural resources that can be used to explore the concept of ecotourism.
3. Andrew Whitehurst, Gulf Restoration Network- the GRN is part of the One River, No Lake Coalition on the Pearl River. Andrew could use some advice on getting signatures from Senator. Yael offered her help.
4. Mark Berte, Alabama Coastal Foundation- Good Life Bike Ride, Oyster Shell Recycling Program, Underwater Forest Birmingham, and ACF 25th Anniversary, Serda Brewing, and ACF at Hank Aaron Stadium.
5. Cade Kistler, Mobile Baykeeper- Visit Baykeeper website to help with coal ash issue, looking into widening and deepening of the ship channel, SWAMP modules for Teachers TBD, Grandman Triathlon.
6. Carol Adams-Davis, Alabama Chapter of the Sierra Club (Mobile Bay Group)- Mobile Bay Sierra Club is looking at coal ash storage in conjunction with Mobile Baykeeper's Casi Callaway.
7. Hank Caddell, Alabama Coastal Heritage Trust- Launching the "It's in The Bag" campaign. They have purchased 3000 litter getter bags. You become a member and receive a bag to use to pick up litter while walking around your community. Dune restoration work in Fort Morgan.
8. November 27-29 for Bays and Bayous
9. August 30, 2018: CCMP Update Planning Summit at the Spanish Fort Community Center.

Adjourn