

Mobile Bay NEP Community Resources Committee
Meeting Minutes



International Trade Center, Killian Room
September 19, 2018

In attendance:

Mark Berte, Alabama Coastal Foundation
Tammy Herrington, Conservation Alabama Foundation
Carol Adams-Davis, Alabama Chapter of the Sierra Club
Hank Caddell, Alabama Coastal Heritage Trust
Casi Callaway, Mobile Baykeeper
Mike Magnoli, South Mobile County Community Development Corporation
Jessica Bibza, National Wildlife Federation
Kara Lankford, The National Audubon Society
Andrew Whitehurst, Gulf Restoration Network
Walter Ernest, Pelican Coast Conservancy
Cade Kistler, Mobile Baykeeper
Tina Miller-Way, Dauphin Island Sea Lab

Call-in:

Mona Dominguez, Alabama Water Watch

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

Takeaways

- Dr. Tina Miller-Way and Mrs. Casi Callaway were introduced as the new co-chairs for the CRC
- Dr. Miller-Way gave an overview of the mission and goals of the CRC
- Mrs. Callaway led the priority opportunities exercise and CRC members selected CRC focused priority opportunities
- Co-chairs requested members to email contact information for individuals or groups who should be solicited to join the CRC
- Mrs. Jackie Wilson provided an update for the Diverse Delta social marketing campaign
- Mrs. Kelley Barfoot will email a doodle poll for next meeting date

1. Welcome

The meeting was called to order at 1:01 p.m. The entire CRC expressed their gratitude to Tammy Herrington and Mark Berte for their time, dedication and commitment as the founding committee chairs. Jessica Bibza presented gift cards to each on behalf of the CRC membership.

2. Opening Remarks

Dr. Tina Miller-Way opened the meeting by welcoming everyone. Dr. Miller-Way stated this was a good time for the co-chair transition because the MBNEP just finished a day long CCMP update workshop where the stakeholders gave their input on what they value

most and what is most important to them. The CCMP update will allow the CRC to think about where it fits and how the members can come together to accomplish the goals addressed in the CCMP. She stated this was also a good time for the two sub-committees to come back together and to work together to map out where the CRC is going. She then stated however that opportunities will arise where it is necessary to break-out into the education and advocacy sub-committee.

Dr. Miller-Way requested from each member that when you attend the meetings, to leave your organizational hat at the door. She read the goal of the CRC is to advocate for and educate on the implementation of the CCMP. The CRC is advocating for and educating on the issues and how they relate to sustainability for increased opportunities, public participation, and for projects assisting with educating citizens. The function of the CRC committee is that we are not here as individual organizations, but we are here looking at the different programs and where the programs can come together and have more of an impact together than they would individually. She explained to the group that purpose of the meeting is to go through the priority opportunities identified from the CCMP update meeting and post-meeting survey and to prioritize them based on if the opportunity can be addressed by the CRC. She asked the group when working through the exercise to keep in mind that we are not looking at these opportunities with new money in mind, but to look at them with what is currently in existence. She stated the only things from the existing CCMP the CRC is tied to are the six values (access, beaches and shorelines, fish and wildlife, resiliency, heritage and culture, water quality) and the goals (estuary status and trends, ecosystem restoration and protection, technical assistance and capacity building, education and public involvement). The CRC must stay within those values and goals, but our activities within our strategy can be edited or new actions can be added to reflect a more realistic three to five-year approach.

3. CCMP Meeting Recap

Mrs. Roberta Swann gave a short recap of the CCMP update meeting that was held on August 30, 2018. She stated there were 178 individuals who participated in the all-day workshop and out of the 178 individuals, more than 80 individuals spent another 30 minutes completing the post-meeting survey. She stated the feedback received from the different committee members at the CCMP update meeting was energizing, and the momentum for achieving some level of environmental protection or improvement of environmental management has never been stronger than it is today.

Mrs. Swann went on to state what the CCMP has been in the past, our last five-year strategy 2013-2018, the committees were still being built and the CRC was not in existence at the time. The purpose was trying to figure out how to engage the most stakeholders in a way that's meaningful to them, but also forwards the recommendations in the CCMP. The charge to the CRC for the next five-years is to drill down and to move from the 'me' think to the 'we' think and how do we work together to accomplish the goals of the CCMP as the CRC instead of within our individual organizations. She asked the members when going through the priority opportunities to think about the issues, think about working together and what can be accomplished as a group.

4. Approval of Minutes

After reviewing the minutes from the May 9, 2018 meeting, Mr. Mark Berte made a motion to approve the minutes as written, and Ms. Kara Lankford second the motion. Everyone voted in favor of the motion.

5. CCMP Update

Mrs. Callaway began the exercise by stating that each member should think through each priority opportunity by thinking how the CRC can lend a voice or help each priority opportunity or issue. She stated the purpose of this exercise is to not think too deeply about each priority opportunity, but rather to think if the CRC could be a lead, a partner, or a support for each priority opportunity or issue. She stated the CRC will not be able to lead, partner or support *every* priority opportunity, therefore the group needed to focus and decide where the CRC fits. She reiterated the need to put your individual organizational roles to the side and focus on the coordinated effort.

Mrs. Callaway read through each priority opportunity categorized by value and the members out loud stated whether the opportunity was something the CRC could lead, partner, or support. (completed document attached)

6. Organizational Growth

Dr. Miller-Way stated the current CRC member list is well diverse but could be expanded to include more groups and organizations that could be a valuable resource if added as a member. She asked for suggestions of individuals to solicit for participation. Members suggested several individuals from outside groups. It was decided for each CRC members to email their suggestions and the co-chairs would reach out of them.

7. Social Marketing Campaign Update

Mrs. Jackie Wilson gave a presentation to the members regarding the progress of the Diverse Delta social marketing campaign. She stated a calendar of suggested activities has been created and shared with each member (attached). The kickoff of the campaign will be October 1, 2018. (presentation attached)

8. Next Steps

- Co-chairs will review CRC selected priority opportunities
- Combine the opportunities that are similar
- Eliminated unselected priority opportunities
- Email condensed list to CRC members for comments

Dr. Miller-Way suggested the co-chairs to conduct an asset mapping technique to view the overlaps of the selected priority opportunities and what is currently being done by the individual organizations. The goal after that process is completed would be to re-group and rank the selected priority opportunities to finalize the CRC CCMP strategy.

Mrs. Kelley Barfoot will create a doodle poll to send out for next meeting date selection.

9. Adjourn

Meeting adjourned at 3:02 p.m.