



**Mobile Bay National Estuary Program  
Community Action Committee Meeting**  
Five Rivers Delta Center  
Friday May 15, 2015 at 11:30 am

**Agenda**

1. Welcome
2. Approval of Minutes 1/23/2015
3. MBNEP Program Report
  - a. Watershed Plan update
  - b. Clean Water Future - Lewis
4. Old Business
  - a. Strategy: Survey Results and Participants
5. Clean Water Future Partners/Event Update
6. CAC's Role in Clean Water Future
7. Announcements
  - a. Next Survey
  - b. Upcoming Workshops
  - c. Next meeting(s) schedule
8. Adjourn

## Mobile Bay NEP CAC Meeting

Five Rivers Delta Resource Center

May 15, 2015 at 11:30 am

### **In attendance:**

Mark Berte, Alabama Coastal Foundation

Ashley Campbell, D'Olive Working Group

Leslie Gahagan, Wolf Bay Watershed

Matthew Hinton, Spanish Fort Environmental Manager

Nickelle Stoll, Mobile Baykeeper

Harold White, Fowl River Area Civic Association

Claire Wilson, Dog River Clearwater Revival

**Staff:** Kelley Barfoot, Roberta Swann, Rick Frederick, Amy Newbold

### **Takeaways**

- The NEP will create a 5-7 minute video or presentation for CAC members to use as a tool for explaining the watershed planning process and the importance of community involvement.
- The Business Resources Committee is developing a Clean Water Future Campaign focused on truck bed litter and packaging debris.
- The CAC will focus its upcoming efforts on what their role in the Clean Water Future campaign is and will focus on three capable activities that can be achieved by the end of the year.

### **1. Welcome**

*Meeting called to order at 11: 40 am*

### **2. Approval of minutes**

Approval of minutes from the January 23, 2015 meeting was motioned by Mark Berte and second by Nickelle Stoll.

### **3. MBNEP Program Report**

#### **a. Watershed Plan Update**

Roberta Swann gave an overview of the MBNEP's 2015 Strategy Map and how it relates to the current watershed planning initiative. The Community Action Committee's role is to educate, motivate and advocate constituents to change behavior as well as to communicate our commitment to the environment. She addressed an upcoming project the NEP will undertake to help CAC members to articulate what is happening during the watershed planning phases to their members/constituents. The NEP will create a presentation or a 5-7 minute video explaining the process and the importance of community involvement.

#### **b. Clean Water Future-Lewis Communication Results**

Rick Frederick gave an overview of the results from the Lewis Communications research results. He stated the NEP also conducted some litter research and showed

the results to the group. The next step of the Business Resources Committee is to develop a campaign focused on truck bed litter and packaging debris.

#### **4. Old Business**

##### **a. Strategy: Survey Results and Participants**

Kelley Barfoot showed a table with the YR1 Survey results. While analyzing the results the NEP concluded the results were miscued by the questions lacking detail of exactly what information was needed. A 'definition' page will be emailed to the group to use as a guide while completing the survey. The next survey (YR2) is due May 31<sup>th</sup> with the possibility of extension.

#### **5. Clean Water Future Partners/Event Update**

Leslie Gahagan gave an overview of the current partners for the Clean Water Future Campaign. She showed maps of local partner distribution throughout the two coastal counties and the state wide partners. She will be attending the Annual Soil & Water Conservation Society Alabama Chapter Conference in June. The theme of this year's conference is Creating A Clean Water Future through soil and water conservation. She will also be attending the International Soil & Water Conservation Society Conference in July in Greensboro North Carolina where she will be presenting the Create A Clean Water Future public education campaign. She stated if the Soil & Water Conservation Society adopts the Clean Water Future Campaign, it would be implemented state-wide throughout 10 watershed basins.

#### **6. CAC's Role in Clean Water Future**

Roberta Swann talked about the top three activities that place-based groups, NGO's and local government are capable of achieving through the end of the year for the Clean Water Future campaign. She gave three examples for each group and asked attending members if these were realistic and achievable goals. Claire Wilson with the Dog River Clearwater Revival stated she could definitely promote the campaign via social media and newsletters as well as incorporate the campaign into their existing events.

#### **7. Announcements**

##### **a. Next Survey**

The next survey YR2 has been sent out in the April newsletter and the current deadline is May 31<sup>st</sup>, but could be extended due to need for 'definition'.

##### **b. Upcoming Workshop**

A Fundraising workshop will be held on June 19<sup>th</sup> from 9-1pm at the International Trade Center.

##### **c. Next Meeting(s) Schedule**

The next CAC meeting is scheduled for July 24<sup>th</sup> from 11:30-1pm at Five Rivers Delta Center. The CAC will have its annual retreat on October 23, 2015 rom 9-12pm at the Graham Creek Nature Preserve in Foley, AL.

#### **8. Adjourn**

Mark Berte motioned for the meeting to adjourn at 1:02pm and was second by Ashley Campbell.