



Mobile Bay National Estuary Program Community Action Committee Meeting

Five Rivers Delta Center
Friday September 26, 2014 at 12:00 pm

Agenda

1. Welcome
2. Approval of minutes from 3/21 meeting & 7/11 meeting
3. Website Development/Campaign Kit
4. Newsletter
5. CWF Advertisement
6. Workshops
7. Watershed Management Planning for Community Involvement
8. Next meeting
9. Adjourn

Mobile Bay NEP CAC Meeting
September 26, 2014
Five Rivers Delta Resource Center

In attendance: Ashley Campbell, D'Olive Working Group; Casi Callaway, Mobile Baykeeper; Leslie Gahagan, Wolf Bay Watershed Watch; Lauren Jakubowski, Alabama Coastal Foundation; Mayor Brett Dungan, City of Bayou La Batre; Chad Seaman, City of Bayou la Batre; Nickelle Stoll, Mobile Baykeeper; Dennis Hatfield, Little Lagoon Preservation Society; Debi Foster, The Peninsula of Mobile; David Dueitt, Lake Forest Improvement Committee; Emilee Lyons, Friends of Baldwin County; Harold White, Fowl River Area Civic Association; Jim Horner, Fairhope Environmental Advisory Board; Tuan Do (Dave), Boat People SOS

Staff: Kelley Barfoot, Linda Sierke

Meeting called to order at 12:10

Approval of minutes from the March 21, 2014 and the July 11, 2014 meeting was motioned by Harold White and seconded by Ms. Nickelle Stoll. Introductions were made by each attendee.

Ms. Kelley Barfoot gave an overview of the developed Clean Water Future website. She went through each page and explained its purpose and asked for any questions or comments. She then went through the Campaign Kit and how it can be used and personalized for each organization or community group.

She showed the latest CAC Newsletter and asked if any organization or community group wanted to add their events or information regarding their community to send her an email and she will include it in the monthly newsletter. She stated the goal was to have it be a monthly publication, but if not then it would be sent quarterly.

Ms. Ashely Campbell gave a presentation on the current advertisement for the Clean Water Future Campaign. She showed the group high school football ads that were designed for each high school in Baldwin County. She expressed how purchasing these ads can reach a broader community and will help to get the message across regarding Creating A Clean Water Future. Ms. Barfoot then showed the group a photo from a recent visit to Theodore High School (see attached presentation) and described the NEP's upcoming planning of a Trash-A-thon for the athletic program. She stated the idea would be for each player (football team) to get five to ten individuals or businesses to sponsor them for \$5.00/hr for a four hour cleanup. The Trash-A-Thon would be a way for the NEP to accomplish its goals within the Fowl River Watershed Management Plan of community involvement and the athletic department would use this as an opportunity to raise funds for its program. The group asked if this is something that could be done in their community as well and if the idea was an open idea for anyone to use and Ms. Barfoot said yes that the idea could be tweaked to fit within your community's needs.

Ms. Casi Callaway began discussing the importance of Community Involvement in Watershed Management Planning. She and Ms. Leslie Gahagan showed the group a working document and

asked for the group to help fill in the blanks. The document listed five aspects to community involvement and the group made their recommendations. (See below)

1. Gather Stakeholders in Community – Citizens, Businesses & property owners, Organizations, Non Profits (Churches), local & state government, school system, agriculture, local delegation, local & state agencies, utilities, define boundaries of impact areas,
2. Education and Information Program on Watershed Management Plans – Develop the details of the plan through stakeholder meetings- stormwater component (siltation), define the problems within the watershed, watershed education, define headwaters issues vs. basin issues,
3. Workshops and Community Enhancement Activities – Implement the details of the plan with stakeholder involvement- stormwater management, lawn care, living shorelines, community cleanup, clean marinas, email list,
4. Update Mobile Bay National Estuary Program’s Community Action Committee on Progress of the Plan
5. Develop a Marketing Campaign on the Plan – Social Media, Create a Clean Water Future

Casi closed the meeting by asking the group if there were any questions or comments. None were addressed.

Meeting adjourned at 1:45 p.m.

Next Meeting will be the Annual Management Conference scheduled for December 17th. Please check the MBNEP events calendar at www.mobilebaynep.com/events for meeting details and/or meeting updates.