



**Mobile Bay National Estuary Program
Business Resources Committee Meeting
International Trade Center- Killian Room
May 13, 2015**

The Business Resources Committee was established to advocate for streamlined regulations and balanced business practices that are in the best interest of the region's economic and environmental resources.

In attendance:

Jennifer Denson/co-chair, Partners for Environmental Progress; Darrelyn Bender/co-chair, Strategic Wealth Strategies; Judy Adams, Al. State Port Authority; John Bender, McFadden, Lyons, Rouse; Wiley Blankenship, Coastal Alabama Partnership; Colette Boehm, Gulf Shores/Orange Beach Tourism; Ashley Jones, North Baldwin Chamber of Commerce; Eliska Morgan, Al. Dept. of Conservation and Natural Resources; John Croom, Southern Water Technology; Chandra Wright, MS-AL Sea Grant & Gulf Shores/Orange Beach Tourism

MBNEP Staff: Roberta Swann, Rick Frederick

Takeaways from today's meeting:

- Updates provided to the committee on MBNEP activities and projects since our First Quarter meeting on Jan. 28, 2015.
- Welcomed new BRC member John Croom with Southern Water Technology.
- Lewis Communications completed the market analysis for the *Create a Clean Water Future* campaign and presented their findings and recommendations to the sub-committee on April 23, 2015. An overview was presented to the BRC committee.
- Keep America Beautiful highway litter facts and behavior study was presented to the committee.
- Open discussion was held to decide how to best build the business sector of the Clean Water Future campaign. As a result of the analysis from Lewis' presentation and research by the MBNEP staff, a sub-committee was created to develop a market strategy to reach specific segments of the local business community.

Rick Frederick, NEP liaison to the BRC, opened the meeting with member introductions and welcomed new member John Croom, with Southern Water Technology, to the committee. Mr. Frederick

proceeded to update the committee on recent NEP projects and activities that have occurred since the last meeting:

- Presentations- Mobile Municipalities Assoc., Leadership Baldwin County, Coastal Alabama Partnership Board of Directors, Foley Kiwanis Club, Sunrise Rotary, Pt. Clear Rotary, and Mobile Bay Green Drinks.
- Completion and distribution of the semi-annual newsmagazine- Spring 2015 edition of *Alabama Current Connection*.
- Activities- Creek Fest 2015, Phragmite removal/Trash cleanup @ Dog River, Coastal Kids Quiz, and Water Festival
- Three Mile Creek grant awards and canoe trips.
- Watershed Management Plans- Completed- D'Olive, Three Mile Creek, Eight Mile Creek, and Fowl River(October). Planning Phase- Bayou La Batre, Dog River, and Bon Secour. Proposed- W. Fowl River, Tensaw/Apalachee, Fish River, and Wolf Bay.

An overview of the Lewis Communication's market research and analysis was presented to the committee. The committee was reminded of the market research objectives from the RFP and provided litter facts as a result of the research. Key findings from the interviews on what businesses are willing to do, what they would like to see in a campaign, what some are already doing were shared. The recommended strategies from Lewis and strategy goals and objectives targeting specific audiences were also discussed. The MBNEP offered to email the entire Lewis Communications presentation to any members that would like to have a copy.

Additional findings were presented to the committee from the **Keep America Beautiful Highway Litter and Behavior Study from 2008/2009**. A spreadsheet was created from the analysis of the Lewis presentation and research conducted by the MBENP staff. This analysis helped identify local litter sources. The spreadsheet listed the source, statistics, where/who to target, possible solutions, partners/sponsors, and why they would get involved. A copy of the spreadsheet was distributed to each member of the committee and will be emailed those that not in attendance. As a result of this discussion, a sub-committee was created to develop a market strategy focusing on the first two sources on the spreadsheet which were deemed high priority- Trash from truck beds and Packaging debris. The sub-committee, consisting of Jennifer Denson, Judy Adams, and Colette Boehm, will schedule a meeting for further analysis and development of the strategy to target this specific sector of the business community. This will constitute the first phase in building the business sector component of the Clean Water Future campaign. The sub-committee will present to the entire BRC at the next meeting on July 22nd.

The meeting concluded with a reminder of the dates for the remainder of the year: 3rd Quarter- July 22 @ 10:00 a.m. and Fourth Quarter – October 28 @ 10:00 a.m. It was proposed to hold the next meeting in Baldwin County and was agreed upon by the group. The Baldwin County location will be reported at a later date.

The Annual Breakfast Meeting will be held on December 11, 2015 @ 8:00 a.m. Location TBD.