



**Mobile Bay National Estuary Program
Community Action Committee Meeting**
Wednesday, April 26, 2017 - 10:00am at Daphne City Hall
Agenda

Welcome

Approval of Minutes

Chair Report

Updates and Presentations

Spotlighting monitors and their data to “tell the story”

Mimi Fearn, Co-Chair, Community Action Committee

Social Media: What is it and how to use it to “tell your story”

Laura Byrne, City of Mobile

Other

- Announcements

Adjourn

Mobile Bay National Estuary Program Community Action Committee Meeting
April 26, 2017
Daphne City Hall

In attendance: Debbie Foster, Mikel Corporaal, Laura Byrne, Ron Phelps, Eric Holladay, Cade Kistler, Ted Henken, Harold White, Mimi Fearn

MBNEP Staff: Jason Kudulis and Bethany Dickey

Takeaways:

- The first in a series of monitoring articles was written. CAC members gave feedback that will be taken into account for the second story.
- A "story" template was created that watershed groups can use to write their own. Jason and Dr. Fearn will start on the next monitoring article in May.
- Social media is a powerful tool to "tell your story" and groups should consider utilizing it.

Dr. Mimi Fearn called the meeting to order at 10:09am.

Building on the great discussion at our last meeting, the April 26 agenda focused on "telling the story" to larger audiences and how we can use it as a tool to promote grassroots activities, water quality issues and raise awareness about volunteer water quality monitoring. Dr. Fearn shared the first story of the series. Background on the development and creation of the first story was provided. The CAC also discussed likes, dislikes, and possible ideas for upcoming stories. Story examples include: educating your audience about a single water quality parameter, comparing two sites, and looking at changes over time from a single site. To be consistent and make it easier for others to produce related stories, a template was created: meet the site, meet the monitor, what's the story (problem), and what's next (potential solutions). Other ideas for inclusion include providing a map of the site, basic site history, and acknowledgement of the monitor(s). We also need to make sure to explain what the parameter(s) being highlighted actually mean. The stories should be educational but focused toward a general audience and acknowledge progress in the watershed. The first story pertains to Eric Holladay and his extensive monitoring of Dog River. Read it [here](#). CAC members broke into small groups to brainstorm innovative ideas for "telling a story." Below are some ideas we came up with:

- Creating short monitoring videos talking about a site and the data.
- Because some sites have more consistent readings, we could use those to compare to another site or even use them to show what "normal" looks like.

We then spoke about stormwater management education as it relates to the water quality issue and recommended solutions from Eric's article. There are problems with grass clippings, lawn waste, and illegal dumping getting into storm drains. There are several options laid out in City of Mobile / Mobile County brochures:

- Disposing of leaves and grass clippings in a way that won't get into storm drains by bagging, composting, and mulching.
- Don't hose sand or soil into the gutter.

- Don't over water your lawn.
- Comply with City Codes and get involved!

Laura Byrne, Deputy Director of Communications with the City of Mobile, gave a presentation on social media platforms and how to use them to “tell your story.” Social media provides a free outlet to promote your organization and highlight group and/or individual accomplishments. Groups should at a minimum create a Facebook page to disseminate information about volunteer and fundraising opportunities. It can also be used to recruit and retain monitors. Pictures and short videos about happenings in your watershed are an excellent way to engage your audience. Facebook, twitter, Instagram and Snapchat were reviewed, each social media outlet has pros and cons, and unique features that separate each platform.

12:00 adjourn