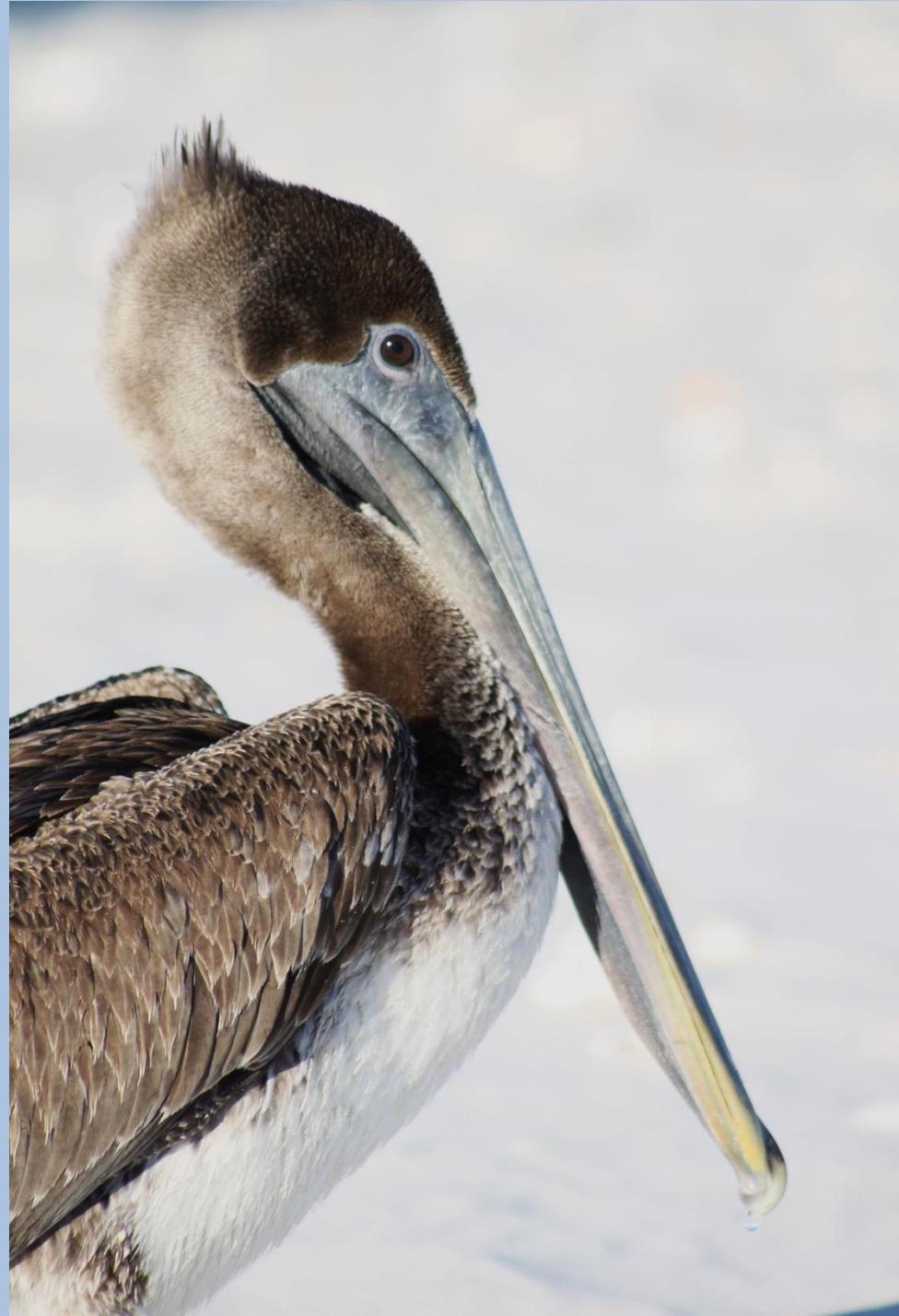


# Mobile Bay National Estuary Program

Executive Committee Meeting  
March 28, 2014

Original Oyster House



# Agenda

Call to Order

Approval of Minutes November 22, 2013

Director's Report- *Roberta will provide a written update within next two weeks.*

Committee Reports- Five Year Strategy Presentations

- a) Science Advisory- Mike Dardeau, Rusty Wright
- b) Project Implementation- Patric Harper, Judy Haner
- c) Business Resources Committee- Jennifer Denson, Darrelyn Bender
- d) Community Action Committee- Leslie Gahagan, Casi Callaway
- e) Finance Committee- Eliska Morgan

Old Business

- a) NFWF Activities Update

6. New Business

- a) ~~Respect the Connect: Year 2 Conceptual Plan~~ Postponed until further notice
- b) Bays and Bayous 2014: The Building Blocks of Coastal Resilience, Mobile AL

7. Announcements/Other

8. Adjourn

## **Science Advisory Committee**

# **GOALS**

- **Improve understanding of how estuarine ecosystems respond to anthropogenic stressors**
- **Establish process for measuring change in estuarine conditions**
- **Improve understanding of relationship between biological condition of estuarine system and provision of ecosystem services**

**Science Advisory Committee**

# **GOALS/OBJECTIVES**

**Improve understanding of how estuarine ecosystems respond to anthropogenic stressors**

- Maintain/improve existing level of coastal monitoring

**Science Advisory Committee**

# **GOALS/OBJECTIVES**

**Establish process for measuring change in estuarine conditions**

- Build a Biological Condition Gradient Framework for the Mobile Bay estuary

**Science Advisory Committee**

# **GOALS/OBJECTIVES**

**Improve understanding of relationship between biological condition of estuarine system and provision of ecosystem services**

- Manage system for multiple services

## Science Advisory Committee

# OUTCOMES

- Consistent data to inform prioritization of restoration efforts
- Comprehensive analysis of environmental conditions on a consistent and timely basis
- Improve understanding of what is needed to sustain estuary health
- Improve communication of environmental status and trends

## Project Implementation Committee

# GOALS

- **Improve trends in water quality in priority watersheds with impairments (either 303(d)-listed or those with approved TMDLs) that discharge into priority fishery nursery areas.**
- **Improve ecosystem function and resilience through protections, restoration, and conservation of habitats, including beaches, bays, backwaters, and rivers.**
- **Restore/expand human connections.**

## Project Implementation Committee

# GOALS/OBJECTIVES

**Improve trends in water quality in priority watersheds with impairments (either 303(d)-listed or those with approved TMDLs) that discharge into priority fishery nursery area.**

- Restore conditions, including hydrology, from headwaters to intertidal zone in at least five watersheds

Project Implementation Committee

# GOALS/OBJECTIVES

**Improve ecosystem function and resilience through protection, restoration, and conservation of habitats including beaches, bays, backwaters, and rivers**

- Install living shorelines along all publically-owned bay, backwater, and intertidal waterways.
- Install X linear feet of living shorelines along privately-owned bay, backwater, and intertidal waterways.
- Plant X acres of sea oats/dune vegetation to stabilize dune systems along Gulf-fronting beaches.
- Investigate/implement increased hydrological exchange through Hwy 98 Causeway
- Restore X acres of nearshore and intertidal marshes and flats

Project Implementation Committee

# GOALS/OBJECTIVES

## Restore/expand human connections

- Create 10 new access points (with at least seven in Mobile County) that couple access with demonstration of restoration techniques.
- Protect/conservate priority habitats for public benefit and access through acquisition and conservation easements.
- Create driving/walking/biking/paddling trails on historical, ethnic, and religious themes (Native American, African-American, Civil War, etc.) to encourage eco-heritage tourism around and on the estuary.

## Project Implementation Committee

# OUTCOMES

- Trash and litter entering area waterways is reduced
- Improved health of commercial and recreational fisheries
- Improved water quality in watersheds with impaired waters
- Increase in “natural” (unarmored) shorelines on bays, backwaters, and rivers
- Improved health and resiliency of beaches and dunes
- Restored hydrology and nearshore landscape
- Expanded use of dredge material in restoring nearshore and intertidal marshes and flats
- Increase more environmentally-appropriate access for multiple uses (launches, fishing piers, urban areas, greenspace) in each ecosystem type
- Restored connections between environment, economy, and community

## **Business Resources Committee**

# GOALS

- **Improve business community understanding of how coastal natural resources and estuaries contribute to economic, cultural, and community well being.**
- **Increase business support for protecting the estuary/coast.**
- **Conserve and improve working waterfronts and preserve fishing communities.**

## Business Resources Committee

# GOALS/OBJECTIVES

**Improve business community understanding of how coastal natural resources and estuaries contribute to economic, cultural, and community well being.**

- By 2018 develop and implement the **Create a Clean Water Future** messaging and marketing campaign to be an identifiable brand to foster private sector stewardship.
- Deliver a series of presentations to a minimum of 20 private sector establishments/associations (Civic, Chambers, etc.) on **CCWF** and estuary value.
- Conduct 15 tours for the private sector that highlight the three stressed habitats of the estuary and their connection to what people value about living on the coast (5 per habitat).
- Expand existing service opportunities by 20% and create a minimum of 10 service opportunities to engage business “teams” in participating in restoration or clean up work as appropriate to each county in supporting the **CCWF**.

## Business Resources Committee

# GOALS/OBJECTIVES

**Increase business support for protecting the estuary/coast.**

- Identify and connect business partners to a minimum of **X** existing opportunities that celebrate the rich cultural heritage of the estuary
- Promote improved stormwater management.

## Business Resources Committee

# GOALS/OBJECTIVES

### **Conserve and improve working waterfronts and preserve fishing communities.**

- Create oyster farm enterprise zones to provide alternative livelihood for traditional fishing families.
- Develop safe harbor in Bayou La Batre and Bon Secour River to support commercial fishing interests.
- Pilot a “model working waterfront” initiative- include microfinance program (modeled after Grameen Bank) to provide low interest loans to new or existing fishermen that incorporates comprehensive support such as education of basic biology, fisheries management, licensing, business management/financing and other services to professionalize fishermen.
- Advocate for the assessment, improvements, and designation of Estuary Ports as “Green Ports” or Seal of Approval.
- Use marine spatial planning techniques to more efficiently balance conservation, restoration and multi-uses of our fishery resources.

## Business Resources Committee

# OUTCOMES

- Increased private sector engagement in environmental restoration and protection
- Stormwater training opportunities are increased (Green infrastructure, LID, cost of LID vs. traditional development)
- Increased presence of traditional commercial uses of and access to the waterfront

## **Community Action Committee**

# **GOALS**

- **Increase awareness of coastal resources that support what people value about living in coastal Alabama.**
- **Improve community ability to participate in ecosystem based management actions.**
- **Encourage citizens and community members to support and be more engaged in restoration and conservation of critical habitats.**
- **Increase citizen action to mitigate impacts of humans on the environment.**
- **Build capacity of grassroots groups.**
- **Support needed changes to Federal, State and Local Regulations to improve management of coastal resources and promote enforcement of existing regulations.**

## Community Action Committee

# GOALS/OBJECTIVES

**Increase awareness of coastal resources that support what people value about living in coastal Alabama.**

- Host at least 15 workshops annually to train citizens and property owners on how to protect and restore what people value most.
- Host at least 50 presentations annually to educate citizens on how to protect and restore what people value most.
- Encourage and coordinate 15 festivals and other events in the watershed that celebrate the cultural/natural connection.
- Create and support programs that expose more people to local waterways.

## Community Action Committee

# GOALS/OBJECTIVES

**Improve community ability to participate in ecosystem based management actions.**

- Engage grassroots groups in assisting with development and implementation of the Project Implementation Committee's (PIC) selected watershed management plans.
- Engage grassroots groups and citizens in collecting data from the Project Implementation Committee's (PIC) selected watersheds for monitoring and research purposes.
- Educate various non-environmental organizations and the public on programs and volunteer opportunities available.

## Community Action Committee

# GOALS/OBJECTIVES

**Encourage citizens and community members to support and be more engaged in restoration and conservation of critical habitats.**

- Participate in restoration activities including living shorelines, wetland and sea oat planting in collaboration with Project Implementation Committee (PIC).
- Increase turnout at public hearings to encourage municipalities to use landowner conservation tools; e.g. conservation easements, etc.
- Promote living shorelines.
- Promote greenways/blueways/Forever Wild/land acquisition and conservation activities.

## Community Action Committee

# GOALS/OBJECTIVES

### **Increase citizen action to mitigate impacts of humans on the environment.**

- Support one social marketing campaign to increase participation in conservation activities.
- Implement at least 3 programs that increase community stewardship through place based grassroots groups.
- Work with retailers/municipalities to reduce the amount of trash in coastal waterways by 20% through incentives and volunteer opportunities.
- Promote enforcement of environmental laws and regulations.
- Have 10 organizations adopt and implement the Clean Water Future campaign.
- Create and ANTI-LITTER CAMPAIGN that incorporates existing programs to change citizens' littering habits.
- Conduct a minimum of 25 Community Clean Ups.

## Community Action Committee

# GOALS/OBJECTIVES

### **Build capacity of grassroots groups.**

- Promote trainings and technology transfer on fundraising.
- Promote trainings and technology transfer on volunteers.
- Promote trainings and technology transfer on non-profit governance to include leadership and board member development, succession planning etc.
- Host 1 workshop on fundraising, volunteer recruitment and non-profit governance per year.

## Community Action Committee

# GOALS/OBJECTIVES

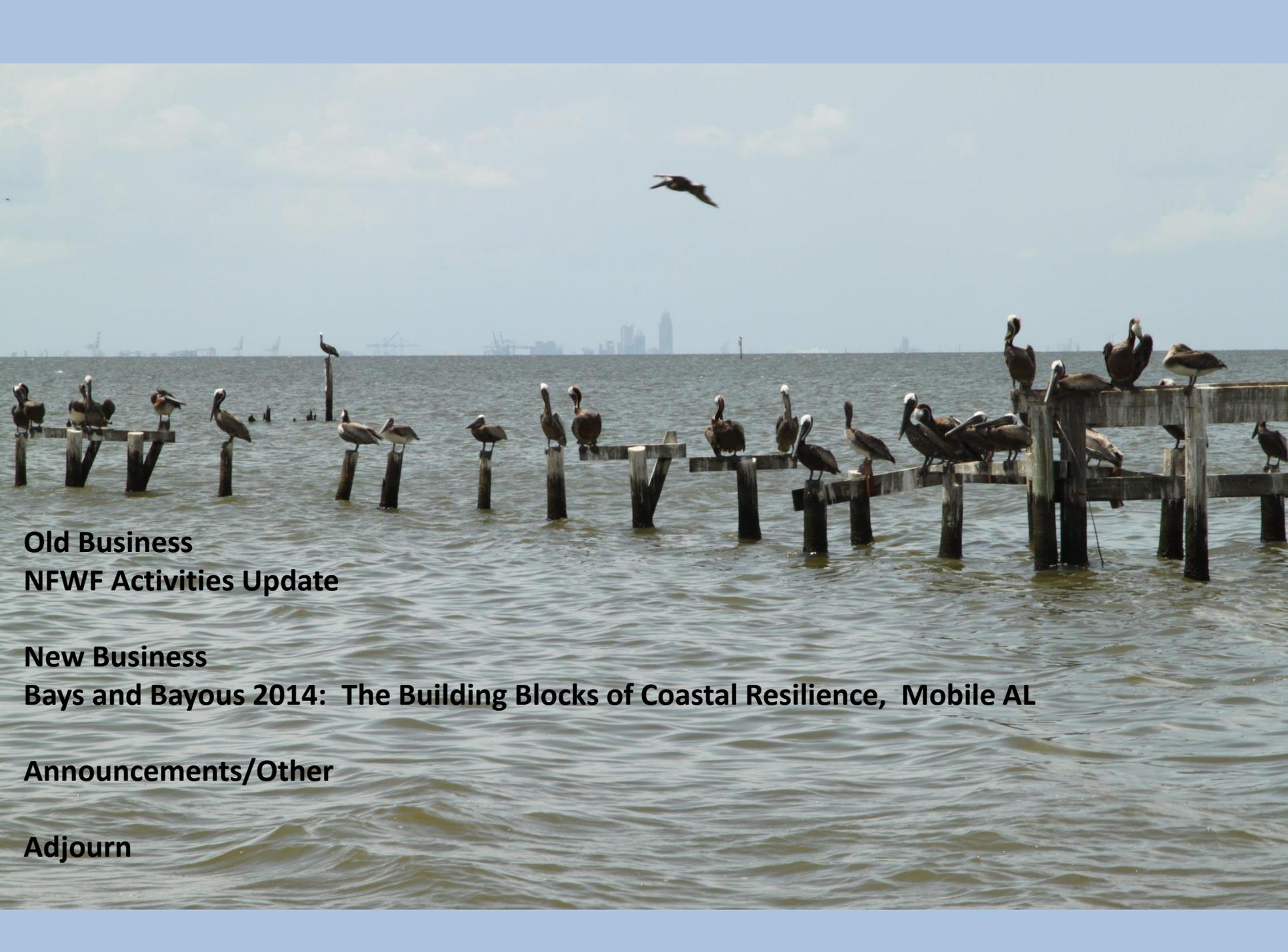
**Support needed changes to Federal, State and Local Regulations to improve management of coastal resources and promote enforcement of existing regulations.**

- Promote passage of local referenda created by Government Networks Committee.
- Support the Clean Water Act, Coastal Zone Management Act, Safe Drinking Water Act, etc.
- Provide public comment on new and updated regulations, ordinances, bills etc. as they are developed.

## Community Action Committee

# OUTCOMES

- Increase in community awareness through environmental education and participation.
- Increase community engagement through watershed management planning and implementation activities.
- Expand the Create a Clean Water Future Campaign throughout Mobile and Baldwin County through adoption and implementation.
- Increase in community groups fundraising efforts, volunteer recruitment and members.
- Improve management of coastal resources through changes to Federal, State and Local Regulations.



**Old Business**  
**NFWF Activities Update**

**New Business**  
**Bays and Bayous 2014: The Building Blocks of Coastal Resilience, Mobile AL**

**Announcements/Other**

**Adjourn**