



**Mobile Bay National Estuary Program
Community Resources Committee Meeting Minutes
Friday, December 11, 2020
Virtual Meeting through Zoom**



Attendees:

Carol Adams-Davis, Mobile Sierra Club
Mark Berte, Alabama Coastal Foundation
Casi Callaway, Mobile Baykeeper
Walter Ernest, Pelican Coast Conservancy
Debi Foster, Dog River Clearwater Revival/The Peninsula

Kara Fox, Audubon
Nicole Love, Alabama Audubon
Tammy Monistere, Conservation Alabama

MBNEP Staff: Roberta Swann, Herndon Graddick, Tom Herder, Bethany Hudson

Meeting Takeaways:

- 1) With the champions of Subcomponent #7, Behavior Changes, unavailable, its disposition was discussed without consensus on a resolution.**
- 2) Goal 2 of Subcomponent 6, Awareness, was removed from the Work Plan.**
- 3) The Work Plan was adopted by the CRC as a living document, subject to change as implementation is initiated.**

Minutes

1. Call to Order

The meeting was called to order at 11:03 pm by CRC Co-Chair Casi Callaway. Participating CRC members currently on the video call were acknowledged.

2. Approval of the Minutes

Walter called for a motion to approve the minutes from the September 30, 2020 meeting. Mark Berte provided the motion, which was seconded by Nicole Love. The motion carried.

3. Review, Discussion, and Approval of the CRC Trash Abatement Work Plan: With members agreeing not to adhere to Robert's Rules of Order for this one-hour discussion, it began with addressing the as-yet-undeveloped Subcomponent #7 Behavior Changes. One suggestion was to "backburner" that objective, with both of the champions of this subcomponent unavailable. Some members expressed a willingness to table the issue until later, but others felt that it bore enough importance to include it under other Work Plan subcomponents and goals. While the difficulty of measuring changes in behavior was mentioned, the comment was countered with the idea of testing small but representative audiences. MBNEP Director Roberta Swann suggested leaving the undeveloped subcomponent in the Plan, since the MBNEP could help support subsequent development by funding a consultant. She also suggested a collaboration with the Science Advisory Committee, where attention to social science is being elevated. One suggestion was to remove references to the Goal a. Using Community-Based Social Marketing but maintaining Goals b. and c. It was suggested that CBSM is only one way of tracking changes in behavior and that tracking behavior was a component of several Work Plan Components (including Goal 3 under Awareness, said one CRC member) Participants generally agreed Behavior Change measurement provides a measure of success of results of other subcomponents, including Goal 3 of Subcomponent #6. Raising Awareness.

One suggestion was to add an additional goal under Awareness to develop a repository of data. Ms. Swann expressed that tracking behavior changes was a CCMP activity falling under Ecosystem Status and Trends. She suggested compiling data from subcomponents #1 through #6 and using #7 to measure the success of those (more Ecosystem Restoration and Protection) goals and objectives.

The discussion moved towards branding and Goal 2 of the Awareness subcomponent, “Create and use on single branding campaign related to litter reduction and prevention.” Initial comments regarded messaging and target audiences. Ms. Swann noted that “we’re not in the 70’s (referring to the “crying Indian),” and having a single branding campaign is not what the EPA representative recommended. Brands change and evolve over time, she said, and noted that we already have a brand under which several awareness campaigns “all push in the same direction”: Create A Clean Water Future. The first goal of the Awareness subcomponent, “Increase the number of community members exposed to litter prevention information,” (with objectives focusing on identifying target audiences), was most important to one CRC member. She noted that goal included objectives to identify target audiences and determine what campaigns exist, whether they are reaching target audiences, and what messages are included and what are they saying through surveys and reviews.

Nearing noon, Casi called “time,” and queried participants about the goals of the Awareness subcomponent. Goal 2 was discussed and there was general agreement that it should be removed from the Work Plan. More discussion followed and Mark Berte offered a motion to approve it. As a second was sought, Roberta felt the the Plan could be approved and considered a “living document.” At this point, Carole Adams Davis seconded Mark’s motion, and the Work Plan was approved as a living document.

in January and perhaps in July. Membership agreed the third Tuesday of these months was better, from 1:00 pm until 2:00 or (2:30/3:00 pm) for the longer meetings.

3. Adjourn The meeting was adjourned at 2:35 pm.