



Agenda / Steering Committee 2

FOWL RIVER WATERSHED MANAGEMENT PLAN
MOBILE COUNTY, ALABAMA

December 9, 2014 5:30-7:00 pm

FRACA Community Center, 5401 Fowl River Road, Theodore, AL

Purpose: To orient the Steering Committee to the planning process, to discuss the roles of the Steering Committee, and to learn about initial research for the plan.

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| 1. WELCOME | 5:30 |
| Roberta Swann, Mobile Bay National Estuary Program | |
| • Steering Committee Leadership | |
| 2. PROJECT ADMINISTRATION | 5:40 |
| Lee Walters, Goodwyn, Mills and Cawood | |
| • Project status | |
| • Timeline and project milestones | |
| • Steering Committee Co-chairs | |
| • FRACA involvement (Sam St. John) | |
| 3. TECHNICAL RESEARCH AND ANALYSIS | 5:50 |
| James Robinson, Goodwyn, Mills and Cawood and Doug Robison, ESA | |
| • Current activities (sampling, strategy) | |
| 4. COMMUNITY ENGAGEMENT | 6:00 |
| Jamie Greene, planning NEXT, Eve Brantley, Alabama Cooperative Extension System | |
| • Identity, web presence | |
| • Overall engagement strategy (meetings) | |
| • Communication and outreach activities (communications plan outline) | |
| 5. OPEN DISCUSSION | 6:45 |
| • Committee member questions/comments | |
| 6. ADJOURN | 7:00 |

Supporting Material

- Project Timeline (updated)
- Communication plan outline
- Glossary of acronyms



Meeting Notes #2

December 9, 2014

FOWL RIVER WATERSHED MANAGEMENT PLAN MOBILE COUNTY, ALABAMA

I. Scheduling/General

- a. Meetings are scheduled for the third Tuesday of the month. (Next meeting: Tuesday, January 20.)
- b. Steering Committee co-chair volunteers were identified: Ray Mayhall and Belinda Lott

II. Project Status Report by James Robinson (GMC) and Doug Robison (ESA)

- a. 39,000 acres in the watershed based on recent research and analysis; This acreage is different than the previous calculation of >50,000 acres
- b. Currently in the information gathering stage (Information being provided by Geological Survey of Alabama). Sam St. John mentioned getting a copy of a previous Alabama Coastal Foundation study;
- c. Data collection points/stations being identified on maps for the study;
- d. Watershed management team is collecting data, putting into GIS database, and modeling;
- e. Science is complicated – need to tell the story for lay persons (“Science Fact Sheet” was recommended).

III. Communications and Outreach

- a. Public Engagement Meetings – There will be two rounds of public meetings for public engagement. The first round will be in February and will consist of two meetings, one in the upper and one in the lower parts of the watershed. (Specific dates were set after the meeting: Tuesday, February 24 and Thursday, February 26.) The second round will take place in July. Planning NEXT is primarily coordinating these aspects of the process.
- b. Communications/Awareness – A Communications Plan Summary was provided at the meeting, which included a goal statement and key messages from the brainstorming session from the first steering committee meeting. The summary also included a communications strategies matrix that



listed items such as newspaper articles, print collateral (business cards, flyers, etc.), and website and social media. Planning NEXT is primarily coordinating these aspects of the process. Additional suggestions included:

- i. "Next Door" website <https://eastfowlriver.nextdoor.com/login>;
 - ii. Send flyer with water company bills (Jan 15 deadline) (Brian Hewes);
 - iii. Electronic media board bills (FRACA to check on this);
 - iv. Banners at boat launches (2) to also be used on boat for Fowl River Mardi Gras parade (Note: This idea was specifically raised to reach those who do not live or work in the watershed, but who use it for recreation.);
 - v. Rack cards (to be placed at boat launch);
 - vi. Billboard – Lamar Advertising connection, American Sign, others bills (Bruce Pfifer to check on this);
 - vii. Newspaper/online news – Lagniappe, AL.com (MBNEP has relationships. Work through them.); and
 - viii. Radio announcements / talk shows.
- c. Outreach – This will entail identifying and contacting various organizations and groups in the watershed to seek their participation. These will be prioritized based on the extent of the respective group's ability to impact a large and diverse audience. Eve Brantley is primarily responsible for these aspects of the process. Suggestions included:
- i. Schools;
 - ii. Churches;
 - iii. Homeowners associations;
 - iv. Business organizations, like South Mobile Industrial Association; and
 - v. Others as identified.



- d. Committee – It was suggested that a small communications committee be formed to coordinate communications messages. Several members volunteered, including Ray Mayhall, Brian Hewes, but need a few more if possible

IV. Logo and Website

- a. The logo was well received by the steering committee.
- b. The committee was asked to review the website and provide comments by Dec 19. (MBNEP hosts the site, but it has a distinct URL, www.fowlriverforever.org.)

Attachments:

12/9/14 Steering Committee Meeting Agenda
Communications Plan Summary