



Mobile Bay National Estuary Program  
Business Resources Committee Meeting  
Thursday March 10, 2016  
3:00-4:30 p.m.

## Meeting Agenda

- I. Introductions
- II. Approve minutes from 9/16/2015
- III. Update- Status of Watershed Management Plans
- IV. Old Business:
  - a. NPDES permits on Three Mile Creek- Who's going above and beyond.
- V. New Business:
  - a. Create a Clean Water Future
    - Website
    - Billboards/Signs
    - Partnership with municipalities
  - b. Businesses identified as potential CCWF partners
    - Who else? Who do you know?
    - Steps forward- The ask
  - c. Build Baldwin County representation on BRC
- VI. Adjourn



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Business Resources Committee Meeting  
Thursday March 10<sup>th</sup>, 2016  
International Trade Center

The Business Resources Committee of the Mobile Bay NEP met on Thursday March 10th, 2016. The meeting was attended by: Co-chair Jennifer Denson, Partners for Environmental Progress; Jay Weber, Servis 1<sup>st</sup> Bank; Pfil Hunt, Harbor Financial; Chandra Wright, Ms-Al Sea Grant; Colette Boehm, Colette Boehm Freelance; Graham Green, Smart Home America; Laura O'Connor, Mobile Chamber of Commerce; John Croom, Southern Water; and Eliska Morgan, ADCNR. Rick Frederick, NEP Liaison, facilitated the meeting.

**Mission of BRC: To advocate for streamlined regulations and balanced business practices that are in the best interest of the region's economic and environmental resources.**

Takeaways:

- Updated committee on watershed management planning and opportunities to engage.
- Activities along Three Mile Creek- Trail system, NPDES permitting, Federal Restore projects, MAWSS commitment.
- Create a Clean Water Future campaign- New website, billboards/signage, partnership with Mobile County, and identifying and connecting with potential "champions" to kick start the program.
- Build Baldwin County representation in the BRC.

\*Jennifer Denson opened the meeting by welcoming everyone, introductions, and approval of minutes from 9/16/2015 meeting.

\*Rick Frederick provided updates on the 7 watershed management plans, funded by the National Fish and Wildlife Foundation (NFWF), currently in development under direction of the MBNEP- Bayou La Batre, Fish River, Dog River, Fowl River, Bon Secour River, Wolf Bay, and

Tensaw-Apalachee. He also provided status of projects underway in 3 completed watershed management plans- D'Olive Creek, Three Mile Creek, and Eight Mile Creek. Status of watershed management plans can be viewed at [www.mobilebaynep.com](http://www.mobilebaynep.com) under the Watershed tab.

\*Laura O'Connor, working under contract with the MBNEP, led a discussion regarding NPDES (National Pollutant Discharge Elimination System) permit holders along Three Mile Creek and the challenges with evaluating reports and recognizing those that might be going above and beyond the minimum requirement. Efforts to remove Three Mile Creek from 303 (d) impaired list could result in permit changes for businesses along the creek and will have to be addressed as the MBNEP, MAWSS, and partners look to improve water quality in the creek. John Croom, with Southern Water Technologies, informed the committee that the City of Mobile, in compliance with their MS4 permitting, is requiring new development projects to install stormwater treatment equipment that will return water to its predeveloped quality.

\*Rick Frederick provided latest news and activities around the Create a Clean Water Future campaign- New interactive website to be introduced in a couple of weeks; billboards (3 in Mobile and 1 in Baldwin county) will go up next month along with 12 "Litterbug signs" in the Bayou La Batre and Fowl River watersheds to promote the CCWF campaign. Also, Mobile County made a \$29K investment to run to CCWF PSAs before all movies in 2016 at the Carmike Wynnsong and Hollywood Regal theatres.

\*Discussion took place regarding the Marketing Plan to promote the Create a Clean Water Future campaign in the business community. The plan calls to identify 8 champions on each side of the bay to kick start the program. A list of potential champions was provided to the committee and members were asked to help connect the MBNEP to these potential contacts. Committee members are also asked to provide other potential contacts as possible champions. An excel spreadsheet for identification and additions has been provided to committee members. Once the contacts are finalized, Rick Frederick, along with committee members, will set an appointment and discuss the campaign within the different business sectors.

\*Committee member Ashley Jones Davis, Exec. Dir. of the North Baldwin Chamber provided a list of potential BRC members from Baldwin County. Many of the individuals were participants in Leadership Baldwin over the past several years, and those in attendance agreed to help the MBNEP connect with these individuals to recruit as BRC members.

\*Rick Frederick offered BRC members the opportunity to participant in a tour of the D'Olive Creek Watershed stream restoration projects in the next few weeks. This is the first restoration project (\$12 million) in Alabama being funded as a result of the BP Oil Spill. Dates and further

detail will be sent to interested members. Also, for BRC members who have not yet canoed on Three Mile Creek, additional opportunities will be available over the next two months.

\*Graham Green with Smart Home America suggested a possible trash clean-up project for the BRC to organize and host- An awareness event collecting trash from cars (before it gets to the streets)- "Heading the trash off at the curb" using Create a Clean Water Future bags and giveaways. This event would help the BRC meet one of the goals and objective in its 5 year strategy.

\*Ben Brenner, a contract employee with the MBNEP, gave an in depth demo of the new CCWF website and described the action items that will be provided to the different sectors of the community, along with suggestions and opportunities for businesses to use more sustainable and environmentally friendly products. Eliska Morgan suggested the BRC review the new website prior to the launch and possibly create a subcommittee to edit the site.

Next BRC Meeting- Wednesday May 18<sup>th</sup>