



Mobile Bay National Estuary Program  
Business Resources Committee Meeting  
Tuesday June 21<sup>st</sup>, 2016  
3:00-4:00 p.m.

## Meeting Agenda

- I. **Introductions and Welcome-** Jennifer Denson (co-chair)
  
- II. **Mobile Bay NEP Overview-** Rick Frederick
  - a. Update on Watershed Management Plans
  - b. Current Projects- D'Olive Creek & Mon Louis Island/Fowl River
  
- III. **Business Resources Committee's Role within Mobile Bay NEP-** J. Denson
  - a. Mission, Goals, Objectives
  - b. MBNEP Management Conference
  
- IV. **Create A Clean Water Future Update-**
  - a. Mobile United Natural Resources Committee 2016 Project-R. Frederick
  - b. Interactive Demonstration of New CCWF Website- Ben Brenner (Digital Production Coordinator)
  
- V. **Action Plan/Next Steps for CCWF Website-** Business Resources Committee
  - a. Build Business Sectors- Add links
  - b. Identify Local Companies for Recommendation
  - c. Develop "The Challenge"



Mobile Bay National Estuary Program  
Business Resources Committee Meeting  
International Trade Center  
June 21<sup>st</sup>, 2016

The Business Resources Committee of the Mobile Bay National Estuary Program (MBNEP) met on Tuesday June 21<sup>st</sup>, 2016 at the International Trade Center in Mobile, AL. The meeting was attended by: Co-chair Jennifer Denson, Partners for Environmental Progress; Ashley Jones Davis, No. Baldwin Chamber; Cheryl Monroe, Sweep Masters; Jay Weber, Servis 1<sup>st</sup> Bank; Don Bates, Thompson Engineering; Steve McClure, Hargrove Engineers; Chandra Wright, MS-AL Sea Grant; Chip Brown, Volkert Engineering; Ben Stimpson, Canfor-Scotch Gulf Lumber; Eliska Morgan, AL Dept. of Conservation and Natural Resources; John Croom, Southern Water Technologies; Laura O'Connor, Mobile Area Chamber of Commerce; Heather Dennison, EnviroChem, Inc. MBNEP staff- Rick Frederick, Ben Brenner, Dixie Pomerat, Mareike Flaxton.

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

*Meeting Summary:*

- *Committee updated on watershed management plans (WMP) and where committee members might engage. Update on current MBNEP projects- Stream restoration in D'Olive Creek Watershed and Restoration of Mon Louis Island in Fowl River Watershed.*
- *5 new members welcomed to the BRC.*
- *Presented an interactive demo of the new Create a Clean Water Future website. Demo led to phase 2 actions from committee members- identify additional business sectors to target, use local companies as links, and develop criteria to become a Clean Water Future Partner, as well as improvements and updates to navigating the site.*

Jennifer Denson opened the meeting at 3:00 p.m. with welcome and introductions. Five new first-time members were present- Cheryl Monroe, Don Banks, Steve McClure, Chip Brown and Heather Denson. After introductions, Rick Frederick gave an overview and status of the 7 watershed management plans either recently completed (Fowl River) or in various planning stages (Bayou La Batre, Dog River, Fish River/Weeks Bay, Bon Secour/Oyster Bay, Wolf Bay, and Tensaw Apalachee) around the Bay. BRC members were encouraged to stay abreast of WMPs through steering committee, community outreach meetings and the MBNEP website.

Jennifer Denson outlined the BRC's role within the MBNEP Management Conference through engagement in the following: discuss issues and how they relate to environmental sustainability, educate other committee members about individual organizational efforts to address issues, engage in constructive dialogue on ways to partner to effect positive results, identify community resources to address challenges, and identify tasks/roles in addressing issues or galvanizing actions.

Rick Frederick shared discussion from a recent Mobile United Natural Resources Committee meeting concerning their 2016/2017 project. The committee voted to recommend adoption of the **Create a Clean Water Future** (CCWF) campaign with efforts to engage, promote, and call to action the City of Mobile, Mobile Area Water and Sewer Service, Mobile County Public Schools, etc. in the attack on litter and stormwater issues. The project would also encourage retailers in Mobile to implement strict clean parking lot programs and educate customer about not littering. The project would culminate with a MLK Day of Service involving various types of clean ups throughout the City. Once details of the project have been finalized, opportunities for BRC involvement will be identified and discussed.

Ben Brenner, MBNEP Digital Production Coordinator, provided an interactive demo of the new Create a Clean Water Future website to the committee. Ben demonstrated the growing list of easy to follow tips for different categories of people, from children and adults to retail business owners and restaurants. He demonstrated how the website uses pictures, video, and links to encourage a reduction in the negative effects of stormwater runoff. Committee members were shown how to sign up as a partner and encouraged to do so through their businesses and organizations.

<http://www.cleanwaterfuture.com/>

Jennifer Denson asked committee members to view and explore the web page and provide feedback on sectors to add and target i.e., Big Box stores, associations, lodging, water related businesses, contractors/developers, etc. Members were also encouraged to provide actionable

items for these sectors and local companies to use as links. The committee was also charged with developing criteria for organizations to meet once they become a Partner and how to achieve different levels within the campaign.

Heather Dennison, with EnviroChem, will provide a list, from ADEM and EPA sites, of companies in Mobile and Baldwin counties with stormwater permits. The contacts within these facilities overseeing ADEM/EPA requirements will understand the goals of the CCWF campaign and should be open to education and spreading the word and joining the campaign. Rick Frederick, with the MBNEP, will work as the liaison for the BRC to reach out to these businesses and contact the appropriate representative to join the campaign and get involved with the BRC.

Additional discussion occurred between committee members on a variety of topics related to stormwater including but not limited to: a future CCWF Partner meeting, pickup truck bed trash issue, website improvements and updates, CCWF presentation options, clean parking lot programs, landscapers/native plantings, introducing CCWF at safety and team meetings.

Third Quarter meeting will be a lunch meeting held during the month of September (date TBD) and sponsored by the Partners for Environmental Progress.

Meeting was adjourned at 4:10 p.m.