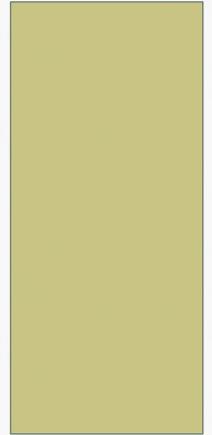


MOBILE BAY NATIONAL ESTUARY
PROGRAM
BUSINESS RESOURCES COMMITTEE MEETING

SEPTEMBER 16TH, 2015

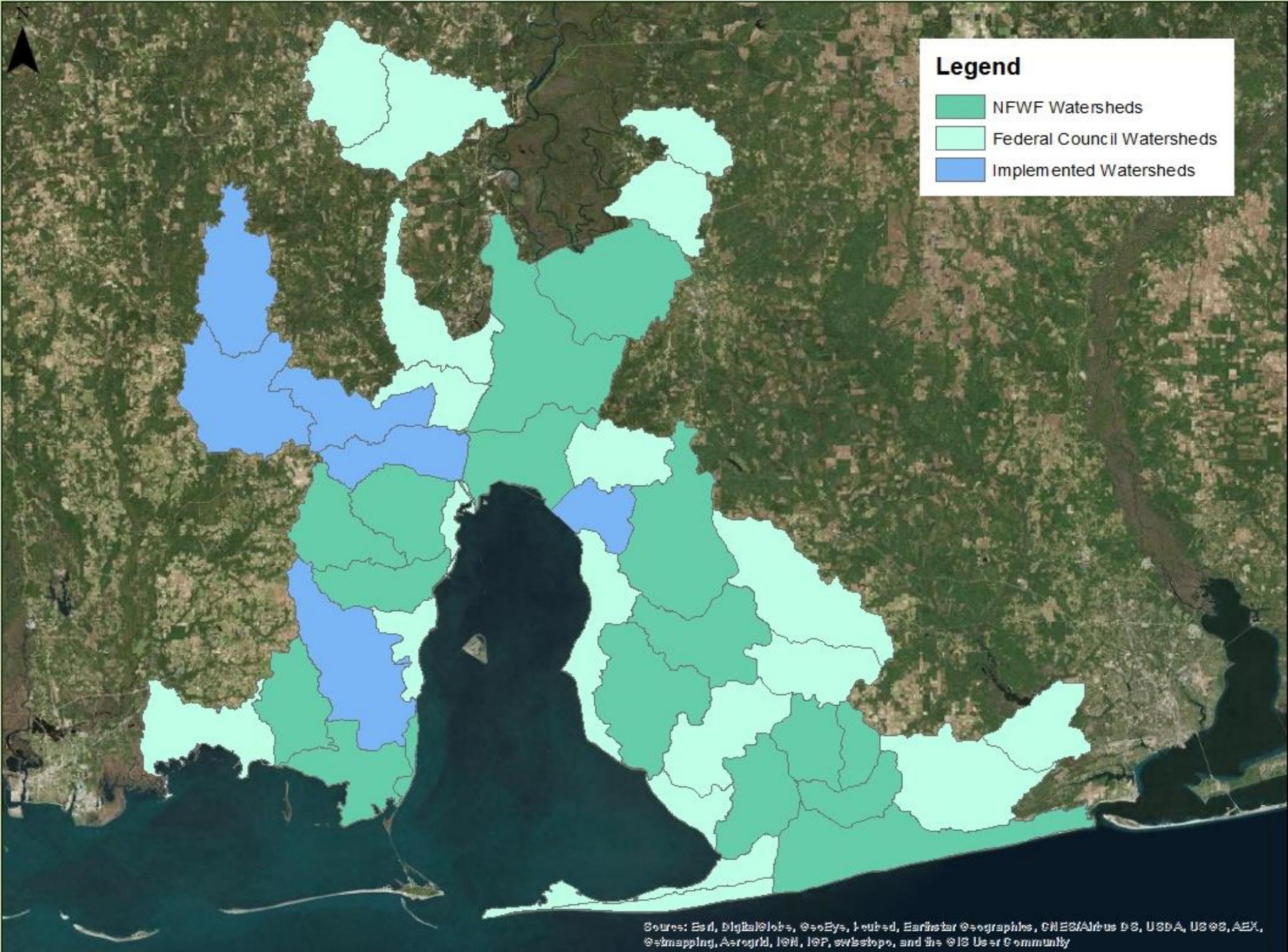


BUSINESS RESOURCES COMMITTEE

MOBILE BAY NATIONAL ESTUARY PROGRAM

AGENDA:

- Welcome and Introductions
- Approve Minutes/Old Business
- Update on MBNEP Watershed Management Plans and BRC Activity
- Create a Clean Water Future Marketing Plan and Timelines
- Chad Pregracke- Living Lands and Waters
- Next Meeting- Annual Breakfast Meeting



Legend

- NFWF Watersheds
- Federal Council Watersheds
- Implemented Watersheds

MBNEP/BRC ACTIVITY

- Presentations- 7 civic organizations reaching approximately 165 participants.
- Boat trips- Three Mile Creek (3), Bayou La Batre River, and Dog River.
- Media- 3 spots on Fox 10 News promoting D'Olive Creek Watershed, Three Mile Creek Watershed, and funding for additional Watershed Management Plans. Partnered with Coastal Alabama Partnership to host first quarterly Media Mixer.

CREATE A CLEAN WATER FUTURE

CCWF Marketing Plan



CCWF MARKETING PLAN

PURPOSE:

*Develop an ethic of stewardship and responsibility among businesses and residents of coastal Alabama to reduce stormwater pollution.

GOALS:

*Improve understanding of impacts of stormwater.

*Expand business operations and actions to reduce stormwater.

*Increase demand for improved stormwater management programs.

CCWF MARKETING PLAN

OBJECTIVE:

*Identify and engage eight businesses in each county to become a CCWF champion by implementing, promoting, or funding elements of the campaign.

TARGET MARKETS:

*Big Box Retail, Small Business, Business Assoc., Restaurants, Lodging, Industry, Attractions, Water-related Businesses, Developers.

CCWF MARKETING PLAN

TACTICS:

- *Membership Program criteria- i.e., parking lot cleaning program, reusable bags, packaging alternatives, signage and promotional materials.
- *Toolbox/Resources- To be used in businesses marketing efforts.
- *Website- "How to Become a Clean Water Champion"
- *Social Media Strategy
- *Public Relations/Media- Press releases, news stories, speakers, events.
- *Recognition Awards- Chambers, partner organizations, associations.
- *Tracking/Monitoring- Business involvement and Environmental impact.

CCWF MARKETING PLAN

SPECIFIC ACTION PLAN-

*Identify business sector with common problem-
GROCERY STORES/OTHER SECTORS?

*Facilitate 3 or 4 meetings with planning team in that business sector - By Nov. 1st, 2015.

- 1). First meeting- Introductions, agree on problem, how can MBNEP/CCWF help?
- 2). Second meeting- Agree on action plan, timing and metrics, help needed from others.
- 3). Follow up meeting- Develop action plan First Qtr 2016

LIVING LANDS & WATERS

- Chad Pregracke- 2013 CNN Hero of the Year

Internationally-recognized river clean up program and barge-based operation. Best know for extensive work on the *Mississippi River*.

“Tennessee River Tour”- 2 months and six ports hosting educational workshops for students and adults, river cleanups, open houses, media events, and other conservation activities to increase awareness.

Goal - Get him to Coastal Alabama!!

FINAL 2015 BRC MEETING

MBNEP ANNUAL Breakfast Meeting

Friday December 11th, 2015

Battle House Hotel

7:30 a.m.

Guest Speaker- ?????