



Mobile Bay National Estuary Program
Business Resources Committee
Wednesday September 16, 2015

The Business Resources Committee of the Mobile Bay NEP met on Wednesday September 16, 2015. The meeting was attended by: Co-chairs Jennifer Denson, Partners For Environmental Progress and Darrelyn Bender, Wealth Management Strategies; Colette Boehm, Gulf Shores/Orange Beach Tourism; Eliska Morgan, ADCNR; Wiley Blankenship, Coastal Al. Partnership; John Bender, Mcfadden, Lyons, and Rouse; Ashley Jones, No. Baldwin Chamber of Commerce; Ben Stimpson, Scotch Gulf Lumber; Jay Weber, Servis 1st Bank. Also in attendance were Rick Frederick, NEP Liaison and Roberta Swann, NEP Director.

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:

- Welcomed new BRC member Jay Weber with Servis 1st Bank.
- Updated the committee on current and future MBNEP activity in watersheds on both sides of the bay. Reported BRC accomplishments since last meeting towards accomplishing the goals and objectives the 5 Year Strategy of the CCMP.
- Presented and discussed the Draft Marketing Plan for the Create a Clean Water Future campaign and further defined next steps for rollout.

1). The meeting began with updates on the Watershed Management Plans funded through MBNEP efforts and/or BP oil spill related funds (National Fish and Wildlife Foundation Gulf Environmental Benefit Fund):

- a). Three Mile Creek and D'Olive Creek Watershed Management Plans completed with several priority projects in implementation. Fowl River Watershed Management Plan in final stages and completion expected in Fall 2015.
- b). Seven additional watershed management plans overseen by the MBNEP and funded through the Gulf Environmental Benefit Fund are in various stages of planning and design- Bayou La Batre, W. Fowl River/Delchamps Bayou, Dog River, Tensaw/Apalachee, Fish River, Bon Secour River, and Wolf Bay.
- c). Possible funding of an additional 19 watershed management plans by the Federal Restore Council.

2). Reported accomplishments of BRC since last meeting to meet goals and objectives of the 5 year strategy of the CCMP:

- a). 7 presentations to civic and business groups reaching approximately 165 participants educating them on the MBNEP and issues, projects, solutions related to stormwater runoff.
- b). Boat tours on Three Mile Creek (3), Bayou La Batre River, and Dog River to raise awareness and engage individuals, business, and organizations to the opportunities and issues in each watershed.
- c). 3 media spots on Fox 10 News promoting and raising awareness of efforts in the D'Olive Creek Watershed, on Three Mile Creek, and the development of future watershed management plans in Mobile and Baldwin counties. Partnered with Coastal Alabama Partnership to host the first Quarterly Media Mixer in downtown Mobile attracting 22 media members from 5 radio stations, 2 print (Lagniappe and Al.com), and Fox 10 News.

3). Presented the draft Marketing Plan for the CCWF campaign with ensuing discussion:

- a). Identify and engage 8 businesses/business organizations in each county to become a CCWF champion. Get feedback from those businesses - Ask businesses how CCWF can help them with stormwater runoff. Develop a toolbox/resource to assist in marketing efforts.
- b). Promote what businesses are currently “doing right” to address stormwater runoff through social media strategy, printed specialty items, website, public relations, recognition awards, media outlets, etc.
- c). Business owners within the BRC agreed to provide the committee with their permitting and other current requirements related to stormwater. We will use these businesses to guide our strategy, as we reach out to other businesses in the area. This will provide an example on how to best promote the positive things they are doing as part of their routine requirements.
- d). Asked members of the BRC to provide contacts and assist in reaching out to potential Champions of the CCWF.

4). Announced the date for the next BRC meeting:

Annual Breakfast Meeting

December 11th, 2015

7:30 – 9:00 a.m.