

# Mobile Bay National Estuary Program

Government Networks Committee  
October 31, 2014  
Original Oyster House, Spanish Fort, AL



## Welcome & Approval of Minutes

Merceria Ludgood, Mobile County Commission  
Charles "Skip" Gruber, Baldwin County Commission



# RESTORE Act update

Patti Powell, ADCNR

Eliska Morgan, Alabama Gulf Coast Recovery Council



# Homeowners Hurricane Insurance Initiative

Michelle Kurtz, HHII



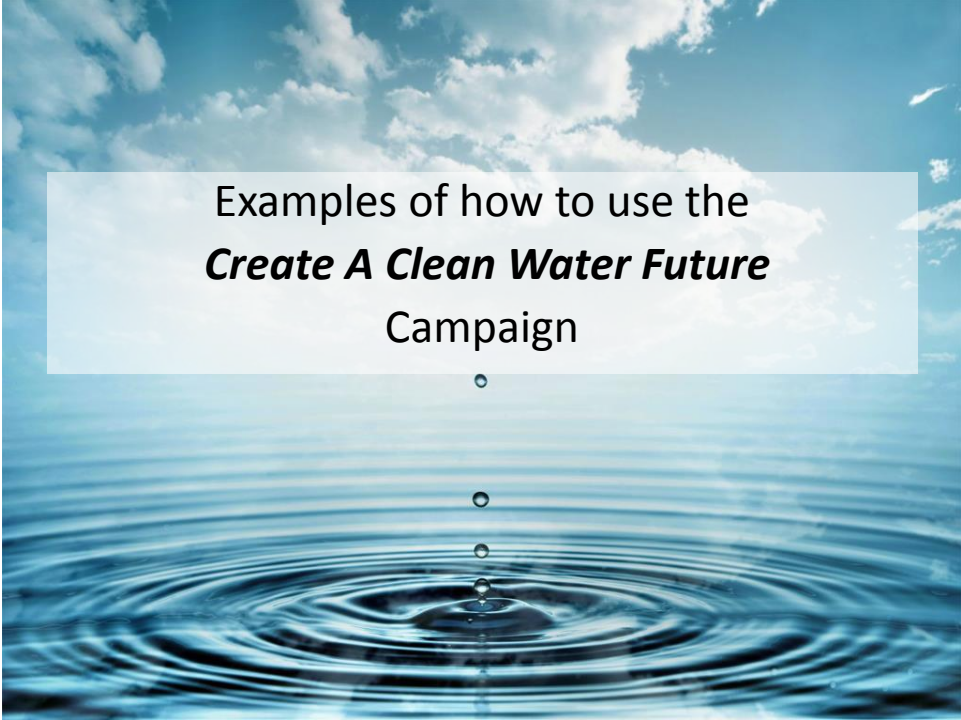
## Create a Clean Water Future

Christian Miller

***Create A Clean Water Future is a campaign to raise awareness about reducing stormwater runoff and the pollution that is carried by it.***

It was developed and designed to be adopted by organizations, government agencies, businesses & grassroots groups.

It is a **FREE** tool that anyone can use!



Examples of how to use the  
***Create A Clean Water Future***  
Campaign



## Pocket Guide

- Print the pocket guide and distribute at events or leave at public locations such as libraries, grocery/convenience stores, banks.
- Use the pocket guide as advertisement.
- Hand out at community events or leave at welcome centers.
- Place the pocket guide in each of your city, business or personal vehicles for easy access to important information.
- Distribute at your local schools.
- The options are endless!

## Sharing the Message

- Advertise using the Full and Half Page Ads in your current newsletter or neighborhood flyers.
- Use in place of your existing business advertising space.
- Add logo, print Ads and PSAs onto your website.
- Use on current billboard space.
- Print logo on your current materials such as letterhead or give-a-way items.
- Use as part of your MS4 compliance. *(where applicable)*
- Create personalized taglines:
  - *(Personalize here)* is Creating A Clean Water Future by discontinuing the use of plastic bags and providing only free reusable bags to our customers.
  - *(Your logo here)* We are Creating A Clean Water Future by being a *Trash Free Community*.

**You can customize any of the advertising materials to include your logo, mission statement and ways that YOU are Creating A Clean Water Future.**

## Examples of Logo Use





Visit [www.facebook.com/cleanwaterfuture](http://www.facebook.com/cleanwaterfuture)  
and let us know how you are Creating A Clean  
Water Future.

Contact the Mobile Bay National Estuary Program if you  
have questions or are in need of assistance 251-431-6409.

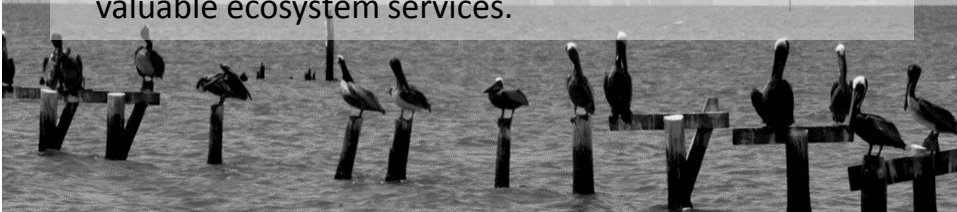
*Together WE can Create A Clean Water Future  
now and for generations to come.*

## Next Steps



## Goals

- Establish long-term capability of local governments to manage and maintain coastal environmental resources.
- Minimize impacts and amount of contaminated stormwater runoff entering coastal waterways.
- Advocate for the protection and restoration of Gulf-fronting beaches, dunes, and shorelines as a first line of defense in protecting and increase resiliency of coastal communities and economies and habitats that provide valuable ecosystem services.



## Objectives

- Establish long-term capability of local governments to manage and maintain coastal environmental resources.
  - Improve elected officials' understanding of issues that impact environmental health and comprehensive land use and water resources management.
  - Develop platform of necessary regulatory changes that are needed to manage and maintain coastal environmental resources.
  - Create and implement enabling legislation and a local referendum for each county (separately) .

## Objectives

- Minimize impacts and amount of contaminated stormwater runoff entering coastal waterways
  - Establish voluntary initiatives that reduce the incidence of non-point source pollution.
  - Establish consortiums in priority watersheds to improve stormwater management through collaboration across geopolitical boundaries.
  - Promote the need to emphasize Water Quality as a goal of the State Water Resources Management Plan to government officials/legislators.



## Objectives

- Advocate for the protection and restoration of Gulf-fronting beaches, dunes, and shorelines as a first line of defense in protecting and increase resiliency of coastal communities and economies and habitats that provide valuable ecosystem services.
  - Develop strategy for restoration and protection of beaches, dunes, and shorelines that is endorsed by elected officials in Mobile and Baldwin Counties.
  - Create new regulations/incentives to protect habitats that are most stressed along the coast (streams and rivers/riparian buffers, fresh water wetlands, intertidal marshes and flats).

## Outcomes

- Improved ability of local government to protect and manage coastal land and water resources.
- Improve water quality entering coastal waterways.
- Improve resiliency of coastal Alabama.

## 2014 MBNEP Annual Meeting

- December 17<sup>th</sup> 7:30-9:00 am
- Battle House Hotel

