



Mobile Bay National Estuary Program
Business Resources Committee Meeting
International Trade Center
September 18, 2018
8:30 – 10:00 a.m.

The Business Resources Committee of the Mobile Bay National Estuary Program (MBNEP) met on Tuesday, September 18, 2018 at the International Trade Center in Mobile, AL. The meeting was attended by: Co-chairs Jennifer Denson, Partners for Environmental Progress and Darrelyn Dunmore, Strategic Wealth Specialists; Ron Wright, Golf Course Superintendents Assoc. of America; Don Bates, Thompson Engineering; Steve McClure, Hargrove Engineering; Graham Green, Smart Home America; John T. Bender, Mcfadden, Rouse, & Bender; Ashley Jones-Davis, No. Baldwin Chamber; David Grayson, Lagniappe Mobile; Chelsey Allegri, Morgan Stanley; Rusty Grice; Auburn Marine Extension; Bobby Purvis, Daphne Utilities; Nick Sanders, Bancorp South; Johnny Grimes, Daphne Utilities; MBNEP staff: Rick Frederick, Roberta Swann, and Bethany Dickey.

Mission of the BRC: To bring together a balance of interested community leaders from varied private sector groups/industry to identify ways of balancing different sector needs and establishing commonalities to address coastal issues impacting their interests.

1). Welcome and Introductions

Co-chairs Jennifer Denson and Darrelyn Dunmore opened the meeting with a welcome and began introductions. During introductions, several members shared information their affiliated organizations are involved in that are positively impacting our environment:

- Rusty Grice- Aquaculture and developing oyster farming
- Johnny Grimes- Master Environmental Education Program- outreach to schools
- Bobby Purvis- Communication/Collaboration with other local utilities; water monitoring
- Ashley Jones-Davis- Sharing information with local businesses; Eco-tourism in the Delta
- John Bender- Dog River Clearwater Revival; Implementation of the Dog River Watershed Plan

- Ron Wright- Golf courses implementing Best Management Practices in 37 of 50 states. New development designing courses as a “sink” vs. increasing runoff.
- Graham Green- Fortified construction to increase resilience; Alabama #1
- Don Bates- Litter Gitter small stream litter trap; Recycling at Al. Coastal Cleanup
- Jennifer Denson- PEP implementing Create a Clean Water Future partnership

2). CCMP Meeting Recap

Mobile Bay NEP Director Roberta Swann gave a short recap of the Comprehensive Conservation and Management Plan (CCMP) update meeting that was held on August 30, 2018. She stated there were over 178 individuals that participated in the all-day workshop and out of the 178 individuals, over 80 individuals completed the post-meeting survey. She stated the feedback she received from the different committee members is the CCMP update meeting was very energizing, the momentum for achieving some level of environmental protection or improvement of environmental management has never been stronger than it is today.

Mrs. Swann went on to state that during the past five-year CCMP strategy period, 2013-2018, the committees were still being built and the BRC was in its early stages. The purpose was to identify and engage the most stakeholders to build the ranks, while also forwarding the recommendations in the CCMP. The charge to the BRC going forward is to recruit members more strategically and to update the strategies to include obtainable results over the next 5 years. The strategies will define how we can work together to accomplish the goals of the CCMP. Discussion followed and ideas for BRC members to consider were developed during the meeting.

3). Strategies for 2018-2023:

A). Communication Plan- Derived and identified from the sharing of information during introductions, an added strategy is to develop a communication plan focused on providing positive information and “wins” that are taking place on both sides of the bay. Focusing on the 6 values identified in the CCMP (Access, Water Quality, Resilience, Heritage and Culture, Fish, Beaches and Shorelines), the goal will be to discourage water quality myths that are turning the community away from our local waters. Once the target audience is defined, the plan will focus on:

- Highlighting Business Champions
- Best Management Practices (BMPs) -what they are and who is implementing
- Eco-tourism and Education
- Reveal actual pollution sources- Non-Point Source

- Easily accessible water monitoring data

B). Pilot financial programs to support Working Waterfronts and Environmental Interest-

- Research successful community peer lending programs to support fishing industry.
- Research State Revolving Fund to support Low Impact Development (LID) and Green Infrastructure; as well as providing possible incentives for the Clean Marina Program.

C). PEP/CCWF Partnership to increase program membership-

- Finalize the Program Architecture
- Membership Requirements- required and suggested criteria
- Metrics established for measurable achievements and timeframes
- Benefits for participating companies

D). Strategically recruit new members-

- Encourage business participation in watershed management planning
- Recruit members from the fishing and seafood industry
- Emphasis on building Baldwin County membership

E). Continue to host tours and deliver presentations throughout the business community-

- Conduct tours in all the inter-tidal watersheds in Mobile and Baldwin County
- Identify business groups for presentations- associations, professional groups, etc.

4). CLOSING

The MBNEP 5th Annual Breakfast Meeting will take place on Thursday, December 13th at the Mobile Convention Center. This will serve as the final BRC meeting for 2017.