

DRAFT BASWG Meeting Minutes

November 12, 2015

12:30-3:30 pm

Bangor Wastewater Treatment Plant, Bangor, Maine

Meeting Attendees

Patrick Decker, Phil Ruck, Brian Bernovsky, Thomas Palmer, Andrea Dickinson, Kyle Severance, Andrew Rudzinski, David Ladd, Madeline Sims. Pulse Marketing Consultant: Madeline Sims. Facilitator: Brenda Zollitsch.

Welcome and Introductions

Rob Y. called the meeting to order. He had everyone introduce themselves.

Regulatory and Collaboration Updates

- Brian B. reported that he had contacted DEP. He was told that the revisions of Chapter 502 would be in 2016. Sucker Brook will be added to the list. None are being considered for removal. The group discussed the distinction between DEP's impaired streams list and urban impaired streams.
- The MEWEA Committee met again. The group is still in its forming phase. The group's primary focus will be education and outreach. They will also be looking at ways to develop sustainable funding for stormwater programs and involve MMA. The next meeting is in December. Rob Yerxa, Andy R. and Phil R. will serve as BASWG's representatives.
- The Maine Stormwater Conference (November 16-17) will include a session on chlorides. Brenda Z. and Phil R. a moderating this session. Several BASWG members are attending the conference. BASWG members are encouraged to attend.
- Every MS4 audited community has to get through the EPA stormwater matrix. The DEP has monthly meetings using the matrix to figure out next steps
- It is assumed that Rob Y. is still waiting to receive the hydrant flushing issue profile (from Brian Kavanaugh?) Rob was unable to be at the meeting to report on the status of his request to DEP from the BASWG.

Organizational Business

- Brenda Z. and Patrick D. are working on wrap-up of the Maine Winter Maintenance Roundtable. There are still some outstanding registration fees. They will wrap this work up ASAP. The DEP contract was received and spent. The bill for the Maple Hill Farm Inn and Conference Center has also been paid.
- BASWG's E&O budget is spent at 30%, on track for the 2015-2016 BASWG fiscal year.

- The BASWG leadership was exploring interest expressed by a number of members in holding meetings in the afternoon instead of the morning. While there is interest in this and it is preferable to some, it is not possible for some members to attend in the afternoon. Those who prefer the afternoon timeslot are able to attend in the morning. Poor meeting attendance for the November meeting led to the agreement by all who attended the November meeting to return to the normal 9:00-11:30 am meeting time for the foreseeable future.
- Members circulated a revised email contact list and made corrections. A new email list will be shared at the December meeting.
- Brenda Z. is awaiting the meeting notes from Pulse Marketing to include in the BASWG October Meeting Minutes. Both October and November meeting minutes will be approved at the December BASWG meeting.

BASWG FY 2016-2017 Budget Planning Discussion

The members reviewed the BASWG 2015-2016 budget and made suggested changes for a draft 2016-2017 budget to be presented at the December BASWG meeting. The following budget will be presented at the December meeting for group discussion

Regional Coordination	(PY3 \$12,500)	\$12,500	=
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This line item covers the annual costs of coordinating the BASWG, including meeting management, scheduling, planning, working with speakers, preparing meeting documents, writing letters and other communications requested by the members, developing/editing/submitting plans and reports for the BASWG and other regional coordination expenses.

Website Hosting/Domain Name	(PY3 \$250)	\$100	↓
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This line item covers the annual cost for the BASWG.org domain name

Financial Audit/Tax Preparation	(PY3 \$1,200)	\$1,200	=
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This line item covers the costs of preparing and submitting a financial audit (which has been reduced significantly by coming under the umbrella of the Town of Orono’s audit process – up to \$1,000) and tax preparation (which will be completed by the treasurer and covers the tax filing fee - \$200)

Grant Writing	(PY3 \$2000)	\$2,000	=
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This line item covers expenses relating to consultant writing, editing and submission of grant proposals on behalf of the BASWG to offset existing line items in the budget or provide supplemental funding for new line items.

Statewide Salt Collaboration Participation	(PY2 \$1,000)	\$1,000	=
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This line item allows BASWG to cover one quarter of the costs associated with the collaborative statewide effort to develop chloride reduction BMPs, manual and associated efforts. The other three stormwater clusters are



participants in this effort. Chlorides are the focus on the statewide 4th outreach plan and the use of the manual will support MS4s in the region.

Education and Outreach

(PY3 \$20,000++)

\$25,000

This line item covers the BASWG’s participation in the statewide outreach campaign and compliance with the BASWG’s three additional E&O plans (implementation of the regional behavior change plan – incl. social media supplemental plan, and support for both MS4 municipal and chloride outreach plans. Expenses include \$2,240 for PY3 costs for statewide outreach plan implementation, \$17,760 for PY3 BASWG Regional E&O Compliance Work – including website and social media work and an additional \$5k for enhancements to the marketing elements. The BASWG seeks a breakdown of costs by activity for the final budget (e.g. clean-ups, stenciling, social media, etc.)

Contingency Fund (Including Legal Support)

(PY2 \$1,450)

\$0 (Carryover Maintains \$2K min) ↓

The BASWG seeks to maintain a minimum of \$2,000 in a contingency fund for unforeseen expenses related to existing budget line items, unforeseen legal costs, participation in member-approved new opportunities, compliance support or other related costs. The BASWG is able to carry this over from the previous fiscal year. The group made the decision to not keep increasing the contingency fund, instead reallocating this amount to other line items (E&O social marketing work).

Total	(FY14-15 Budget total \$38,400)	Option 1: \$36,800 (if same E&O budget)
		Option 2: \$41,800 = \$3,400 (8%) increase
		IF add \$5k to E&O Budget
		Option 3: Other (additional for AmeriCorps, other)

Potential to Hire AmeriCorps

Brenda Z. had been tasked with investigating the timing and cost for getting an AmeriCorps to help BASWG with school-based stormwater education and outreach. Brenda reports that she contacted the Maine Commission for Community Service. The deadline for applications is December 9, 2015. The cost is \$5,000 for one AmeriCorps. Two are placed in one area, so there would need to be another project in the area. The group made the decision that they want to ensure stable, supportive supervision for the position. The group needs time to think about how to coordinate the position and needs to consider adding to the budget or writing grants to fund the position. Hiring an AmeriCorps will be moved to 2016-2017, but budget decisions will be made in the coming months.

Grant Research

The group approved Brenda Z. spending 2 hours of time to research potential grant opportunities for the BASWG. She will provide a report at the December BASWG meeting. The group is specifically interested in funding funds to support enhancements to E&O, as well as an AmeriCorps to conduct school-based education activities in the BUA.

Septic System Inspections

A representative from the Maine Association of Site Inspectors (MASE) will be presenting to the group in December and providing a Q&A session for MS4s. Brenda Z. is working with Glen Angell at DEP to have a speaker at the December BASWG meeting to discuss drive-by septic system inspection considerations. Specific questions to guide this session are as follows.

- What should they be looking for (what would trigger looking more closely) – how to identify a failing septic system from the road
- How to train inspectors about how to do these inspections
- What can we do to improve regional/statewide consistency in these inspections
- What components should be in an inspection checklist template?

Education and Outreach Planning

Social Media: Pulse Marketing (Maddy S.) and SEE (Phil R.) provided an overview of the work to date on the E&O enhancement work. Pulse is working to review what gets the most “traction” on social media (hits, likes, discussion). It is important for all BASWG members to be sending relevant content to Maddy to use in the social marketing effort. Please send all information directly to msim@pulsemarketing.com. The plan is to continue to focus on Facebook and twitter rather than Instagram.

Survey: They have initiated the 2015 survey using Survey Monkey. One delay has been concern about who owns the data. Maddy clarified that BASWG owns the data, which it gives Pulse the permission to collect and use (only for BASWG-approved purposes).

Website: Pulse has been working on the website and will share screen shots of the pages with all interested BASWG members. They are seeking feedback on the non-public pages that they plan to roll out in late December/January. Redesigns are being completed this week. At this point, they are using WordPress, but are still open to the group telling them they prefer another platform. All Pulse websites use WordPress. The way the BASWG.org website was developed by the intern did not make updates simple. Pulse is revising the coding to make it user friendly for all working to update information on the site. Pulse would prefer to proceed with WordPress. This will be discussed at the December meeting. Pulse is developing a training manual for BASWG members and will conduct a training for all E&O members and any other interested BASWG members that will be using the site. The website will be demonstrated at the December meeting, if Maddy is available on that date.

Event Giveaways: Pulse has been looking at giveaway items. It is important that they are not highly disposable, share BASWG logo and website widely and are visible. They recommend reusable, filter water bottles (or a lesser version if cost is prohibitive). They do not recommend logo grocery bags.

MS4 Sharing: Community Reporting Apps

Phil R. shared that Lisbon is using an app for the public to file service requests. The app asks where the person is, what they see and can add GPS coordinates. Gets sent to city. Allows everyone to contribute

and saves time tracking down the issue. Richard May will report out on their similar App at a future meeting.

Upcoming BASWG December Meeting:

The December meeting will be at the Town of Veazie at the traditional morning time of 9-11:30 am. The meeting will focus on three things: Improving inspections (including presentation by a MASE representative), BASWG 2016-2017 budget and grant research, and education and outreach planning. Brenda will also pull together a list of acronyms to circulate to the group. Reps will provide an update on MEWEA. BASWG members will invite their MS4 inspectors to the meeting.

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