

## **DRAFT BASWG Meeting Minutes**

May 12, 2016

9:00 am – 11:00 am

2<sup>nd</sup> Floor Council Chambers, City Hall, Old Town, Maine

### **Meeting Attendees**

Brian Bernosky, Kyle Severance, Andrea Dickinson, Rhonda Poirier ☺, Doug Hill, Rich May, Patrick Decker, Belle Ryder, David Ladd, Kathy Hoppe, Phil Ruck, and Cara Belanger. Facilitator: Brenda Zollitsch.

### **Street and Stream Clean-ups**

MS4s reported on the outcomes of street and stream clean-ups conducted to date:

- Hampden – Clean-up had 80 volunteers who collected 36 contractor bags of trash. Outreach to churches was successful. Also had lots of girl scouts. Promoted via Facebook and email.
- EMCC – Tech Day clean-up had 40 students and included an introduction to stormwater
- Bangor – FedEx Staff had 11 volunteers who cleaned up 10 bags of trash along Arctic Brook.
- Brewer – Clean-up had 197 volunteers who collected 5.58 tons of trash (record year for volume).
- Orono – Maine Day event had 5 adult volunteers who did a clean-up in a farther neighborhood than the full stream clean-up is able to reach
- UMaine – Maine Day Clean-up had 20+ dedicated students working on a stormwater clean-up focusing on cleaning around stormdrains
- MEANG – ANG staff cleaned 50-75 bags of trash around Bear Stream and ANG Bangor Base

### **Concerns about Meth Equipment**

Brewer clean-up volunteers came across a can that had been used as meth equipment. Brewer Police were called and inspected the materials. All stream clean-ups need to not only be aware of potential hazards from needles, but meth equipment as well. If anything suspicious is found, volunteers should be removed from the location (as there is the potential for an explosion or other hazards) and police should be called. Stream clean-up coordinators should include this in their safety lectures for the remaining clean-ups.

### **Results of Poster Competition**

Orono has been into the 7<sup>th</sup> grade class to share the poster competition and deliver a talk about stormwater. The poster contest included elementary, middle and high school students. Next year will require the use of markers or paint, as pencils are too dull in color. Different posters have been posted throughout the town. Plan to connect with Jeff Owen in the future.

### **Enviroscape**

Milford made a presentation using the Enviroscape to 120 5<sup>th</sup> and 6<sup>th</sup> grade kids. The Enviroscape is available through Bangor DEP. Another is available at the Penobscot County Soil and Water Conservation District.

### **Outfall Adoption**

SEE has adopted outfalls along their road. This is an option for others as well. Communities may want to consider promoting this option. This will be considered again by E&O planning.

### **Effectiveness of the Media Buy**

Many BASWG members report that people seem less familiar with the ducky ad than they did following the previous media buy. There are concerns that the Time Warner contract may not be as effective as other options. May want to discuss evaluating how the money is being spent. In the past, ads were run during the news, Red Sox games, Final Four basketball tournament and others. BASWG members want to consider looking at social marketing and the NPS toolbox in future meetings, as well as discuss evaluation of the media buy with CCSWCD. BASWG members noted that they absolutely will honor the contract with CCSWCD, but want to collaboratively discuss options to improve the purchase if it is possible to make changes.

### **Earth Day Festival in Pickering Square**

100 people came by the booth, completed 39 surveys, focused on lawncare messaging, Stormy got an award. Promoted on Facebook.

### **Stormdrain Stencils/Stenciling**

Extensive discussion took place at the meeting about the pros and cons of different messages. BASWG's stencils have a current lawncare message, but the number of words makes the stencils fragile and do not paint well. The new image of a water drop with the phrase "Only Rain, Down the Drain" is attractive to many. However, Kathy H. has expressed concern that the proposed new stencils may not convey the message that BASWG thinks they do. She suggests that BASWG do some message testing, formal or informal to determine whether the message comes across.

#### **DECISIONS:**

- The BASWG has already completed its stenciling requirements for PY3.
- The BASWG will test different messages and images, including potentially: No Dumping, Drains to River and Only Rain Down the Drain.
- The purchase of stencils will be delayed until assessment is completed.
- Both the BASWG Rain Drop and Fish images will be evaluated.
- The BASWG will work on increasing media coverage of high visibility stenciling events.

Additionally, members were reminded that there is now free paint disposal by sending back to the companies that sold them.

### **Sage Foundation Grant Submission**

The BASWG is going to be submitting an application to the John Sage Foundation. The grant includes a three-way funding arrangement, with in-kind support from the BASWG and BASWG's member MS4s. The grant will fund an intern to be based at the Town of Orono to coordinate additional stenciling activities and coordinate evaluation of options and outcomes from the stenciling and grant. The grant

request is for \$4,000 and would be used to pay the Town of Orono to hire the intern and stormdrain marking equipment. BASWG will be notified about the grant in June.

### **Check-in on PY3 Compliance and Planning**

Brenda Z. reviewed the requirements in the BASWG 5-year plan for PY3. The BASWG is on track for meeting all of its PY3 compliance requirements.

### **Brochure Content**

MS4s and BASWG reps are being asked about the BASWG. A simple brochure will be created to share what BASWG is and does, directing people to more information on the BASWG.org website. Pulse Marketing needs to have content sent to them for the BASWG brochure. Content will be sent to Pulse so that a draft brochure can be reviewed at the June BASWG meeting.

### **Survey Distribution**

- Both paper and electronic surveys were collected at the Bangor Garden Show
- Brewer had all public safety staff complete the survey
- Milford has paper surveys available at the Town Office

### **Stormwater Manager Changes**

- MEANG - Thomas Palmer will be leaving his position at MEANG. Chris Cronin (John Cronin's son) will be taking over this position as base Environmental Manager. He will be coming with Brian B. to meetings and taking on more stormwater responsibilities.
- Milford – The town manager has left his position in Milford. In the meantime, Public Works Manager Keith Fowler will serve at Milford's stormwater contact. His contact information is through the Milford Town Office telephone number and [pw@milford.org](mailto:pw@milford.org).

### **BASWG Website**

The new BASWG website was made live before the stream clean-ups and Garden Show. The website still needs information from several towns about their MS4 program (website currently has this information from Bangor, Old Town and Veazie).

### **Social Media Update**

Facebook "boosts" have had a reach of 2,605; Engagement is up 15%; Boosts are getting charged on the credit card; Number of likes is also up

### **Updating Electronic Media Plan**

The BASWG needs to update the Electronic Media Supplemental Plan in order to reflect the selection of Facebook Boosts instead of Ads and any other changes. The E&O Committee will work on this prior to June 30, 2016.

### **Project Idea: Orono Stormwater Demonstration Space and LID Demonstration Site Map**

Belle R. shared that the town has a piece of land that they might consider creating into a stormwater education site. MS4s at the meeting indicated that they would likely use the site to bring people to learn about stormwater and/or use it as a model to develop their own site in the future. The group approved Brenda Z. working with Belle and the E&O to develop a proposal. Brenda Z. will research potential funders. She also indicated that this may be a good opportunity to secure match for a grant from business sponsors (signage etc.) As part of the project, Phil R. posed that the group include in a proposal the development of an LID map. The group agreed that this was a great idea.

### **Consideration of Developing a Race in Bangor UA like the Urban Runoff**

The group discussed the possibility of developing some form of race event like the Portland-area's urban runoff. The event is funded entirely by sponsors and any funds raised through registrations is revenue that can be used to fund stormwater activities. However, the event is incredibly time consuming and takes a lot of dedicated staff time that the BASWG does not have at this time. Belle proposed doing a different kind of race that might be a treasure hunt or other theme. The group would like to consider this for the future, but not PY4. The E&O Committee will explore this further.

### **Permit Comparison Discussion**

The BASWG discussion of the permit comparison was tabled until the June meeting due to the time prioritized to address social marketing and behavior change planning.

### **Approval of Meeting Minutes**

Meeting minutes were approved. Brian B. made the motion to approve the April meeting minutes with the small noted edits. Patrick seconded the motion. The motion passed unanimously.

### **Upcoming Meetings**

The June meeting will take place at the Hampden Town Office. Agenda items will likely include IDDE and Chloride Outreach Plan regional sharing session, formal review of the permit documents (tabled from May meeting) including DEP perspectives on upcoming changes. July and August meetings will be held at the Orono Town Office. Future meetings will address topics including additional permit planning for next cycle, social marketing (potential presentation by Laura Wilson), listing of projects BASWG wants to seek funding/take on in the future, grease traps education and outreach, and demonstration with the "sniffing dogs."

*The BASWG Meeting adjourned at 11:10 am.*