

BASWG Meeting Minutes

February 8, 2017

9:00 am – 11:00 am

Council Chambers, Old Town City Hall, Old Town, Maine

Attendees: Andrea Dickinson, Rich May, Brian Bernosky, Tom Palmer, David Ladd, David Russell, Doug Hill, John Rouleau, Shelby Hartin, Cintia Miranda, Tracy Drew, Cara Belanger, Karen Cullen, Phil Ruck, Belle Ryder, and Scott Wilkerson. Facilitator: Brenda Zollitsch.

Welcome

Belle welcomed everyone to BASWG's Annual Meeting. The group did round-robin introductions.

Year-In-Review Presentation

Brenda Z. presented a brief PPoint presentation about the work of the BASWG in 2016. The presentation covered what BASWG did on each of the Minimum Control Measures, its new branding efforts and external funding that was secured to maximize the effectiveness of the work BASWG is conducting. The presentation is attached.

Election of Officers

Belle R. announced the slate of officers for election. John Rouleau has offered to take on the position of chair of the BASWG in order to share the work burden of the group. Belle R. ran for Secretary and Patrick Decker for Treasurer (one year extension). The other positions are in their second year of term and not up for election: Brian Bernosky, Vice Chair; Scott Wilkerson, Second Vice Chair. Election results were as follows: Chair: John Rouleau: 8; Write-in: 0. Secretary: Belle Ryder: 7; Doug Hill: 1. Patrick Decker: 8; Write-in: 0. The Town of Orono will remain the financial manager for the BASWG, processing checks and managing accounts. The group presented a Certificate of Appreciation to Belle R. for her work as chair, providing leadership to the BASWG and a plant.

Statewide Outreach Campaign

Brenda Z. and Belle R. shared that the statewide outreach campaign revision has been accepted by DEP, allowing for evaluation to take place in PY5. This work is being conducted by the Cumberland County Soil and Water Conservation District. A request to amend the statewide plan was submitted via email to DEP's Kathy Hoppe and Marianne Senechal for review on February 6, 2017.

Approval of Video Game Development

Belle R. presented a proposal to develop a stormwater video game that builds off the same themes as the animated video being developed. The video game will allow players to remove pollutants before the water drop gets to the river. The ability to clear as many pollutants as possible will allow the user to complete a level. The game will be based on the BASWG.org website. A level will take less than a minute to complete. The game can be played from BASWG tablets, which will allow users to play it at the Bangor Science Festival and other outreach events. The group reviewed the proposal from Pulse Marketing for \$5,000 to develop the game. The group voted unanimously to fund the proposal (motion

by Tracy D., seconded by Brian B.), which will be drawn \$3,000 from the Davis Conservation Foundation Grant and \$2,000 from BASWG reserve fund. The game will be used to draw users to the BASWG website as well.

Science Festival Planning

The BASWG will have a booth at the Maine Science Festival. At the booth, the BASWG will have a new backdrop that is being developed by Pulse Marketing. An interactive stormdrain pipe activity will be available for kids, with plush stormwater pollutants that can stick with Velcro. Additionally, the booth will engage participants with a new stormwater video game, with the same emoji stormwater pollutants. Participants will also be provided with the opportunity to play the stormwater video game on tablets at the booth site. Youth and adults will be encouraged to compete in completing the game. BASWG members will take turns staffing the booth and answering stormwater questions. Belle R. will circulate a scheduling doodle for shifts at the Science Fair (one day).

New BASWG Display

Pulse Marketing is working on the new display for the BASWG. The group agreed to the development of a new pull-up eight foot display. Funding for the new display is being paid for by the Davis Conservation Grant. Mock-ups of the display will be sent to Belle R. and the E&O Committee for review prior to final production.

Focus Group Planning

Pulse M. is preparing two focus groups (funded by the Sage Foundation grant). One focus group will engage the BASWG's target audience (30-55 year olds) and the other will engage millennials to evaluate their understanding of how stormwater flows, where it goes and different options for stormdrain stencil messaging. The information collected will then be used by BASWG's E&O Committee to select the final stenciling project messages and images. Brenda Z., Kathy H. and Cara B. are working with Shelby H. to review the focus group questions in the coming weeks.

Social Media Stats

Shelby H. shared that the social media analytics show that the BASWG's social media posts are continuing to engage the same number of users, which is sustained growth. Paid Facebook Boosts are being used to promote some of the key posts. Brenda Z. commented that the new posts have a very positive professional look. The group agreed that they liked the direction of the social media work and want it to continue. Shelby will post information about the BASWG's upcoming presence at the Science Fair to encourage people to come to the event and BASWG's booth.

Presentation to the Rotary Club on March 9th

Brenda Z. and Belle R. will make a presentation about the BASWG and learn about interests and needs from local businesses at a Rotary Club meeting right before the BASWG meeting next month on March 9th. The presentation will be from 7-8 am in Rangely Hall at the Eastern Maine Community College Campus in Bangor. The BASWG meeting will follow in the same building.

Approval of BASWG Meeting Minutes

The approval of January's meeting minutes is tabled until next meeting.

Permit Year 5 BASWG Budget Approval

The BASWG passed a PY5 budget unanimously. A motion was presented by Brian B. and seconded by Rich M. to approve a \$38,400 budget with a spending plan for the reserve. This spending plan will be developed in the coming months by the BASWG to determine a cap to the amount in the BASWG's reserve, with a surplus ceiling and an agreement to send back additional unspent funds beyond this cap to the BASWG's member MS4s or provide a "payment holiday" for the next year's annual fee if the cap is reached. The BASWG Executive Committee will meet in the coming months to develop this plan. The \$38,400 budget was selected by the group in order to accommodate additional E&O plans, including the potential for new levels to the BASWG video game and similar activities.

PY5 Budget line items are as follows: Regional Coordination: \$13,750; Website Hosting/Domain Name: \$100; Financial Audit/Tax Preparation: \$200; Grant Writing: \$1,000 (with the option to draw from reserves if additional opportunities arise); Statewide Salt Collaboration Participation: \$1,000; and Education and Outreach: \$22,350.

Multicenter Stormwater MS4 Permit Planning Meeting at MMA

The BASWG had several representatives at the multicenter meeting being held at the Maine Municipal Association Building in Augusta. The BASWG needs to review the notes from the meeting and make any changes prior to the next BASWG meeting.

BASWG Permit Language Meeting Scheduled for February 16th

Special BASWG Permit Language Review Meeting is scheduled for Thursday, February 16th from 1:30-3:30 pm in Council Chambers at the Orono Town Hall. Executive Committee members are asked to be part of the meeting, as well as any other interested BASWG members. At this meeting, the BASWG will review the minutes from the meeting at MMA and make suggested edits, as well as review the current permit language and make suggestions for changes. In preparation for this meeting, participants should review the MA, NH and CT permits, as well as the Remand Rule. Brenda Z. will participate by phone. Andrea D. will assist in note taking onsite, in addition to Brenda Z.

Next Meeting

The next meeting will be held on March 8, 2017 from 9:00 am – 11:00 am at Rangely Hall, Eastern Maine Community College. Brenda and Belle will present to Rotary at 7:00 am in the same location.