

BASWG Meeting Minutes

March 9, 2017

9:00 am – 11:00 am

Rangely Hall, Eastern Maine Community College, Bangor, Maine

Attendees: John Rouleau, Belle Ryder, Patrick Decker, Rick May, Brian Bernosky, Cara Belanger, Phil Ruck, Andrea Dickinson, Tracy Drew, John Pond, Kyle Severance, Karen Cullen, Cintia Miranda, Shelby Hartin, Mike ____ (Pulse), David Ladd, Rhonda Poirier, George Hanson. Facilitator: Brenda Zollitsch.

Welcome

John R. welcomed everyone and asked the group to do round-robin introductions.

Education and Outreach

Rotary Breakfast Club Presentation

Brenda Z. and Belle R. presented to the Rotary breakfast club of Bangor this morning. Brenda presented a brief stormwater background and information about the work of the BASWG. They asked the audience or Rotarians what questions they had and how they would recommend that the BASWG reach out to the business community. They provided several new contacts for the BASWG, including youth Rotary members who are interested in participating in stream cleanups and stenciling activities, other Rotary Clubs and the chamber of commerce. They also suggested that BASWG present at the Maine Women's Conference next year. Brenda will be writing up a short article about the BASWG for the rotary newsletter.

Stormwater Outreach Animated Video

Cintia M. provided a brief update on the storm water animated video. Mike from pulse provided a demo of the new, almost-finished video. Everyone was pleased with the look and messaging provided by the video. The video shows a school bus being driven by a man who narrates the video as they pick up storm water droplets as well as pollutants. The video includes explanation about the problems sources and solutions for stormwater pollution. The video is two minutes in length and includes local landmarks to make the video more locally relevant. The video will be ready for the Science Festival event.

Stormwater Outreach Video Game Demo

Additionally he shared the stormwater video game and the progress that has been made on it. Mike showed a demonstration of the new game which has an old-fashioned video game feel like super Mario. Players try to collect the water clean water drop let's while stomping out the pollutants. BASWG members were very pleased with the game. There is currently one level to the game. Members are interested in the possibility of adding additional game levels. They would like to learn more about what this would cost from pulse. The game will be used as well as the video at the science Festival in Bangor in March. The video game works on computers cell phones and tablets it is possible to post scores on face book. This is being worked on by pulse. The game will be ready for the Science Festival event.

Interactive Stormdrain Exhibit

John Rouleau shared that the inter-active pipe activity is ready. It consists of two real plastic stormwater drain pipes that are large enough for children to climb through. Old Town staff have sanded off all sharp edges, mounted them on a platform. They are ready for use at the science Festival.

The animated video stormdrain characters have been “brought to life” as cloth representations of the characters for use in the interactive exhibit. The characters (water drop, dog poop, cigarette butts, etc.) are made of cloth and look very similar to the characters in the video and game. Special thanks are extended by the group to Belle's parents who assisted in making them. These will be used in coordination with the storm drain pipe activity, with participants using the water droplet to pick up the pollutants in the storm drain and taking them to a small wading pool where they will be dropped this represents the water body. The group suggested adding blue cellophane wrap to the pool to represent water.

Maine Science Festival Presence

Belle has circulated a doodle scheduling poll for the science Festival. The science Festival will take place on Saturday, March 23. It is a one day event. All BASWG MS4s are expected to volunteer. Currently, all municipalities have volunteers attending, but there are a few nested MS4s that still need to sign-up. Belle will send out the doodle again. The Science Festival starts at 7 AM morning, so set up will occur at that time. The first shift will work on set-up, not interacting with participants. The rooms open at 9 am to Festival participants. Cintia has offered to stay as long as the BASWG wants her to. At this point, she is planning to stay all day to make sure that that game and video are working as planned. There will be no specific giveaways for kids at the festival. However water bottle labels will be added to the remaining water bottles and given out. DOT has offered to buy additional water bottles if they are needed. SEE will provide 5–6 tablets for use in playing the game. The Science Festival ends at 4 PM and breakdown will start at that time. Doug will help with teardown. Pulse will develop business cards designed to give out at the event to share how to access the game.

The group discussed how to document how many people interact with the booth. The group decided to count everyone who comes through the science Festival as they will see the display and either view it from afar with its messages or interact with it directly. They will document additional participation as possible. There is a possibility to track game use, if I score posted on Facebook. This will be incentivized by sharing that anyone who posts their score to the BASWG Facebook page will be entered to win a rain barrel. The E&O committee will look into whether this is feasible in time for the Festival.

Focus Group Planning

Shelby H. shared the focus group questions that are planned for upcoming use in collecting information about stenciling activities. Focus groups are funded by the Sage Foundation grant and will be used to inform stencil design and messaging. At this time pulse plans to run the focus groups in early April so that the information is available for stenciling this spring. They will run one with the target audience and one with millennials (the upcoming target audience). Some members are interested in getting medallions. Municipalities that have used these will share cost information. Shelby mentioned that the focus group questions have been reviewed and edited by Cara B., Brenda Z., and Kathy H. BASWG members are asked to provide any last input on the focus group questions by next Thursday. The group approved the use of the questions that were distributed at the meeting.

Opportunity for Collaboration

In the future, there is interest in collaborating with Master Gardeners and John Jemison at UMaine Extension on E&O Projects. BASWG used to work closely with Laura Wilson at UM Extension, but she left her position and it was not replaced.

Regional Stream Clean-up Planning

The regional stream clean ups will be taking place in the next couple of months. Most municipalities are ready with what they need. A connection should be made with Rotary youth to help support the cleanups. Each MS4 should come with their T-shirt needs to the next meeting. DOT has offered to pay for any new T-shirt order.

Recording of Intro to Stormwater and BASWG Presentation

Brenda Z. mentioned that she has access to go to webinar software and a video expert that would enable her to record the presentation that she has made this morning to rotary in order to make it available on the website and for use in training municipal staff. She will get a quote for this work. The group is deciding whether or not this is something that will be useful or should take a different form.

Social Media Report

Shelby H. provided a report on BASWG's social media efforts. She will circulate the recent analytics reports to the group. BASWG continues to hold its participation in social media the average reach for Facebook went down a little bit. However, engagement on the page in terms of likes comments and shares has increased which is an important element of outreach and engagement with participants. Total page likes have gone from 276 to 316 as of March 17th. BASWG members are encouraged to "like" the page and specific posts and share them with their Facebook friends. Shelby has revisited the BASWG's Instagram social media presence. The BASWG now has a new Instagram account and is starting to get followers.

Use of BASWG Google Groups Tool

Belle R. wants to revisit the Google group communication tool. This would allow better exchange of information and documents with the entire group. Currently the list of people that is on the Google group is out dated. She will look into this in the coming weeks.

Organizational Business

Approval of BASWG Minutes

The group reviewed the BASWG minutes. Belle R. made a motion to except the February 8 meeting minutes with a few small edits. Karen see seconded the motion the motion was passed unanimously.

BASWG Grants Update

Brenda Z. and Patrick D. provided an update on grants. There are currently no reports required. But tracking is taking place. The Sage and Davis Conservation Foundation grants are ongoing, but the BASWG has not heard back yet about whether or not the Temper of the Times proposal has been reviewed or awarded.

BASWG PY5 Budget Circulation

Brenda Z mentioned that the PY5 approved budget document was shared electronically. This is for the July 1, 2017 to June 30, 2018 period.

Next Cycle Stormwater MS4 General Permit Planning Process

Schedule for New Permit

Greg wood will be the DEP permit writer for this cycle permit. DEP is currently on schedule for the renewal process. The new permit will be issued May 1 and effective July 1. There will be environmental groups present during the stakeholder group process.

Preparing Comments to Share at DEP Stakeholder Meeting

The BASWG will participate in the upcoming permit planning stakeholder meeting with DEP in Augusta on March 23, 2017. The BASWG has prepared comments through a special planning session of BASWG members this month. An overview of these comments were shared with the group by Rich M. As requested by the permit planning committee members, the comments were used by Brenda Z. to develop a draft redline document (each cluster has been requested to submit a redline document by DEP). The draft document should be reviewed by all BASWG members. Belle R., Andrea D., and Rich M. committed to taking a specific look at the document on behalf of the membership and getting comments to Brenda by the 14th. Any additional comments should be provided to Brenda by next Thursday. Brenda Z. will submit the redline to Greg Wood at DEP by February 16th

Remand Rule

For the Remand Rule, there are two possible approaches --- DEP is leaning toward the traditional approach, which provides greater specificity but less levels of public review over time. The alternative would be almost like issuing individual permits rather than a general permit. The DEP is looking for feedback on the Remand Rule decision at the second stakeholder meeting (yet to be scheduled).

Suggestions for Outfall Inspection Thresholds

David Ladd from DEP asked the group to share their ideas for thresholds for outfall inspections as they work on the next permit content. During the permit planning meeting, the BASWG came up with the recommendation of 33% of all catch basin annually. The idea is to address a portion of outfalls in the inspection process, but to allow those inspected outfalls to include more than a cursory inspection and greater ability to address problems when they are found.

Next Meetings

- The next meeting will be held on April 6, 2017 from 9:00 am – 11:00 am at the Bangor Wastewater Treatment Plant.
- An additional meeting of the Executive Committee will be planned to review the bylaws. The meeting will take place in the next two weeks.