

DRAFT BASWG Meeting Minutes

October 8, 2015

12:30-3:30 pm

Council Chambers, Orono Town Hall, Orono, Maine

Meeting Attendees

Phil Ruck, David Ladd, Brian Bernosky, Thomas Palmer, Kathy Hoppe, Andrea Dickinson, Richard May, Patrick Decker, Mark Leonard, Andy Rudzinski, Rob Yerxa, Belle Ryder, George Hanson, Tracy Drew, Kyle Severance, Scott Wilkerson. Marketing Consultant: _____. Facilitator: Brenda Zollitsch.

Welcome and Introductions

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

BASWG Business Meeting

Organizational Business

- DEP has officially acknowledged receipt of the BASWG Regional PY2 Report
- Roundtable funds are coming in; contract funds are expected from DEP within the month (invoice was sent); Invoices are being sent; Brenda will develop PDH certificates for interested parties (Rob Y. will provide signature).
- The new contract with SEE/Pulse Marketing has been developed and signed. It is now being implemented.
- The BASWG needs a new non-consultant E&O Committee Chair to provide coordination with the consultants and BASWG. Tracy D. nominated Belle R. to be the chair of the committee. Patrick D. seconded the motion. The motion was passed unanimously. All recommendations for postings should be sent to both Belle and Phil R.

Updates

- The MEWEA Stormwater Group met. They are working on developing their formal organizational structure and priorities. Rob and Phil are the BASWG's representatives. The group would like to add one additional person, so that an MS4 is represented if Rob cannot attend. Rob Y. expressed that he does see value in having BASWG represented in MEWEA.
- The Maine Stormwater Conference will be held November 16-17 at the Marriott Sable Oaks in South Portland, Maine. All members are encouraged to attend.
- The EPA Urban Waters Grant Program is open and all applications are due on November 20th. There is a webinar on the grants being held on 10/22/15. Contact Brenda for more information if you are interested.
- There are ongoing issues related to the State of Maine and Tribal Waters. No one from DEP attending the meeting was able to comment on this issue.
- Brian B. will follow-up to ask DEP about the Chapter 500 update timeline.

- Rob Y. will send a letter to Brian Kavanaugh requesting the hydrant flushing issue profile document. David L. said that he will send it to Brenda Z. as well
- David L. said that DEP has a Non-compliance Review Committee that meets monthly.
- David L. said that the Enforcement Matrix is not a public document and is for internal use only. BASWG members were planning to request this document to better understand how to achieve audit compliance.

Current Education and Outreach Committee Members

The following BASWG members have agreed to serve on the BASWG E&O Committee:

- Belle Ryder, Chair
- Tracy Drew
- Mike
- Brian Bernosky
- Kyle Severance
- Kathy Hoppe (DEP)
- City of Bangor is pleased to be available for technical review

Special Session: Education and Outreach Planning

BASWG E&O Background

Brenda shared BASWG mission and goals with consultant. BASWG members shared information about special events, stenciling and stream clean-ups with the consultants. Information about social media and the electronic media plan were also shared (Currently post 1-2/week; Have started to be more interactive; Did paid Facebook “boosts” re stenciling pictures and rain barrel winner). Many of these efforts not as effective/as much involvement as BASWG would like.

Goal Setting

- Specific lawncare goals in permit
- Show people why they should care
- Get people to want to be engaged

Identification of Target Groups

- DIY Lawncare Homeowners aged 30-55 in the Greater Bangor Urbanized Area
- May want to start to reach out to students as well (who engage their parents)
- Contractors re chlorides and grease traps
- Also want to do some additional outreach to businesses

Listing of Resources and Assets Available for Use

- Several MS4s have email lists and other broadcast communication systems that can be used
- Poster contest by Orono

- Need to redo the storm drain stencils
- BASWG may want to revisit the idea of applying for an AmeriCorp again in the future to engage school-age programs.

Website Updates

- Determining whether to use Weebly or WordPress. Consultants will review the pros and cons and work with committee to make a decision. Want to be able to have both ease of use AND ability to expand/grow. Belle and Kyle are going to provide consultants with access to both sites for their review.

Public Relations

- BASWG members do not want to use scare tactics (if you don't, then..._)
- Want to have some personal connection with people (e.g. effectiveness of the Chief with a tear ad years ago)
- Good to show importance and teachable moments (storm events, lawncare chem consequences, etc.)

Survey to Quantify Behavior Change

- Will be measuring impact of all efforts
- Plan to utilize the BASWG Intercept Survey as a basis for questions and adapt

Peer-to-Peer MS4 Sharing

Town of Orono used previous week's major rain event as an opportunity to email all construction sites with erosion and sediment control reminders.

Upcoming BASWG Meeting:

November meeting will cover urban impaired streams, education and outreach planning (last portion of the meeting), construction site inspection checklists, septic planning for permit compliance. Brenda will see if a septic inspection expert can join the meeting.