

## Meeting Notes

**April 21<sup>st</sup>, 2016 • PTRC Conference Room, Kernersville Office • 2pm - 4pm**

**Attendees:** Greg Patton, City of Randleman; Clinton McNeill, Randolph County; Jeff York, Randolph County; Eric Martin, Randolph County; Danny Scales, City of Burlington; Scott Leonard, Davidson County; Montrena Hadley, City of Mebane; Brandon Parker, Town of Gibsonville; Donna Setliff, City of Reidsville; Morgan Huffman, City of Thomasville; Bill Bruce, Town of Oak Ridge; Wes Kimbrell, City of Lexington; Josh Johnson, AWCK (Elon, Graham, Haw River, Mebane, Gibsonville), Teresa Bobbitt (AWCK); Nathan Page, City of Graham; Elizabeth Jernigan, PTRC; Jesse Day, PTRC

- I. **Program Update:** Elizabeth Jernigan provided an update on Stormwater SMART staff. Joy Fields left the PTRC for a position in the mountains. The position was filled, however the new staff person was unable to meet the requirements of the position due to personal reasons. Elizabeth Jernigan will continue to manage the program until new staff can be hired. While the position is vacant, there has been no lack of programming due to Shalanda Grier, our Stormwater SMART AmeriCorps volunteer. Shalanda has done an exceptional job meeting and exceeding member needs. This is reflected in the numbers from this year. Since February, Shalanda has reached over 1,000 individuals across the region. Elizabeth recommend members confirm fair and festival participation with Shalanda.
- II. **Materials:** Elizabeth designed and order supplies and giveaways for upcoming fairs and festivals. Stormwater SMART will continue giving away grocery bags and in addition, we have erasers and stickers.
- III. **Website & Social Media:** Elizabeth recommended updating the Stormwater SMART website in the upcoming year to better accommodate views on mobile devices. Instead of building a website from scratch, Elizabeth recommended using WordPress or site builder applications. We also anticipate building our social media presence with the addition of a new staff person.
- IV. **Planning:** Jesse Day facilitated a small group exercise asking participants what is working, what they would change and what is missing. Participants identified the following responses:

### What is Working?

- School visitation has grown
- Brochures (govt offices, libraries)
- Annual Report

[www.stormwatersmart.org](http://www.stormwatersmart.org) • [stormwatersmart@ptrc.org](mailto:stormwatersmart@ptrc.org)

### **What would you change?**

- Additional outreach to councils on benefits or program and general education.
- One page summary of annual accomplishments in each community.

### **What is missing?**

- Spill containment
- More presence at conferences
- Floodplain management
- Coordination for informing community about what's going on (mutually beneficial)
- Presenting a unified message
- Making sure presentations are technically accurate and science-based.
- Budget

### **V. Upcoming Meetings**

- July 21<sup>st</sup>, 2016
- October 20<sup>th</sup>, 2016
- January 19<sup>th</sup>, 2017
- April 20<sup>th</sup>, 2017

**Adjourn: Next Meeting Date will be July 21<sup>st</sup>, 2016: Kernersville Conference Room**