

Meeting Notes

July 16, 2015 • PTRC Conference Room, Kernersville Office • 2pm - 4pm

Attendees: DJ Seneres, City of Archdale; Greg Patton, City of Randleman; Kaitland Finkle, Davidson County; Josh Johnson, AWCK; Jeff York, Randolph County; Eric Martin, Randolph County; Clinton McNeill, Randolph County; Chester Patterson, City of Burlington; Brandon Parker, Town of Gibsonville; Cy Stober, PTRC; Joy Fields, PTRC;

- I. **Program Update** – For the 2014-2015 fiscal year we reached 6,564 residents. That is an increase of over 200. Since the last board meeting we have worked with over 900 participants from schools, festivals, and camps. Joy showed pictures from the events Stormwater SMART has participated in since last Board Meeting including school programs in Davidson County, Lexington, Mebane, Gibsonville, and Trinity. Pictures highlighted Kaly Clark who is not fully trained in many of the Stormwater SMART program offerings and has conducted solo programs. She has received positive feedback from teachers and is doing a great job. One of the popular High School programs is the NC Watershed game that has high school students work in teams to implement best management practices to clean up the lake. Solar bees are not a best management practice included in the game. Festival season has continued to be busy in Lexington, Summerfield and Gibsonville which was strong before the rain. We have been having fun taking camps out to look at the macroinvertebrates (bugs) in ponds and streams in Elon, Gibsonville and Burlington. Kaly has conducted library programs for k-2 age kids and has found a book that worked very well to introduce the kids to the water quality ask the bugs activity that she led during “story time”.
- II. NC Big Sweep is no longer. To have litter clean-ups Stormwater SMART needs to find a way to cover liability. Leading cleanups with Schools, on public land, and in conjunction with municipal cleanups are ways that Stormwater SMART will meet the needs of Stormwater SMART communities this year. Randolph County is in the last stages of becoming a Keep America Beautiful chapter. Next year we may be able to join the Randolph County Keep America Beautiful affiliate to cover liability during litter clean-ups in neighboring areas around the Triad. It would be great to have Piedmont Triad unified cleanup with the expansion of the Randolph County Keep America Beautiful and in conjunction with the Forsyth and High Point affiliates but we will not know the specifics of such a partnership for another year. A few of the communities present requested that we work with them on clean-ups this upcoming year.
- III. **Materials – Festival materials:** The board discussed survey results for giveaway materials for the upcoming fiscal year. The results showed Rain gauges, reusable bags, and magnets were the top choices for board members. Beer opener key chains were discussed in great detail with participants pointing out that beer requires water, those key chains are a great publicity piece since they get passed around, a few of our members are getting breweries in their towns and the key chains are small. However the key chains did not get as many votes as the magnets by the board.

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Social Media- we need to increase our social media presence to increase the numbers we are reaching and increase participation in clean-ups and stream watch events. A photo contest that allows people to upload pictures within three categories such as streams, lakes, life in the creek etc. and require people to “like” our Facebook page before voting would increase visibility of our program significantly. Examples of other organizations using this tool were shown. The board was in favor of going forward with the photo contest on our Facebook page.

Interactive Map: We reviewed the interactive map that can be found at: <http://www.ptrc.org/index.aspx?page=538>. The map provides exciting opportunities to track the outreach in each community and to see where Stormwater SMART is working.

Brochure editing: Joy now has the Adobe Indesign software on her computer to edit the brochures. Work is in progress

IV. Adjourn: Next Meeting Date will be October 15th, 2015: Kernersville Conference Room