

## AGENDA

**April 17, 2014 • PTRC Conference Room, Kernersville Office • 2pm - 4pm**

**Attendees:** Danny Scales, City of Burlington; Stacy Tolbert, Rockingham County; Raven Gore, Rockingham County; Greg Patton, City of Randleman; Josh Johnson, AWCK; Morgan Huffman, City of Thomasville; Cy Stober, PTRC; Brandon Parker, Town of Gibsonville; Montrena W. Hadley, City of Mebane; Elizabeth Jernigan, PTRC; Cy Stober, PTRC

**Welcome:** Liz welcomed board members and showed a newly developed infographic of the history of Stormwater SMART.

**Conferences:** Liz and Joy presented at WRRRI conference on the Stormwater SMART program, specifically our success in incorporating our programs into the schools. A graph shows how we have grown from approximately 1,000 students in FY 2008-2009 to over 4,000 students in FY 2013-2014. We credit diversifying and adapting the programs we offer, being responsive to teacher needs, and careful correlation to curriculum requirements as major components in our outreach efforts. We have also expanded from working only with middle school students to all K-12 students. Joy presented at the NC Lakes Management Conference in Asheville with a greater emphasis on how we've used Project WET in the classroom. Joy also recently went through the Project WET Facilitator training and now both staff are able to train teachers in the project wet curriculum.

**Program Update:** We've worked with 1,256 citizens this quarter, the majority of those being students. As school program winds down, we're looking forward to working with libraries and summer camps. We adapted the national library summer reading program, "Fizz, Bang, Boom!" to "Fizz, Bang, Bugs!" and will use an adaptation of our *Water Quality: Ask the Bugs* program. These programs are always a little challenging because students typically range from 2-12+ years old. We advertised the program in our spring library mailing and will follow up with a reminder to libraries. Cy presented to the Reidsville Appearance Commission on the benefits of recycling grass clippings. There were only seven attendees and Cy recommended trying to present at a trade meeting or other event where business owners already congregate.

**Materials:** Reidsville and Burlington independently requested materials for a grass clippings campaign. Liz developed a brochure, postcard, door hanger and flyer to meet this need. Cy recommended adding additional information on native plants or directing readers to additional resources. The board also liked the idea of including a space for jurisdictional contact information on our outreach materials. Liz also developed a customizable flyer in MS Word format for members to edit for their specific needs, or to eliminate the need to retype existing information. Liz reminded board members that we can always help with promotional materials, even if we are unable to attend the event due to other obligations (e.g. Randolph County Electronics Recycling Day).

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**FY 2013-2014 Strategy:** We have met most of our strategic goals for this fiscal year. Malinda Ford, our GIS manager is working on developing an interactive map for our website displaying where we are conducting our programs. This will give board members and the public better insight into where we are doing programs. Depending on when Liz goes on maternity leave, we may not complete our Auto Mechanic Outreach goals. This is primarily due to the time put into the grass clipping outreach materials. We have completed the database of auto mechanics and repair shops, we only have to finalize the materials. Liz also discussed her maternity leave schedule which will be roughly early May through early August, so if you have any final requests, please get them over to us ASAP.

**FY 2014-2015 Goals:** Liz has redeveloped the layout for brochures and will begin updating and customizing existing brochures to be more consistent and look better on our new copiers. We will continue presenting IDDE info to civic and community groups and will emphasize litter education in Thomasville per request of Morgan. Cy recommended having specific contact information and a system in place for citizen engagement.

**Legislation:** Josh Johnson discussed the Jordan Lake Rules and that no new legislation will likely be introduced in the short session. Cy discussed the nutrient criteria development plan for High Rock Lake, the completion of High Rock Lake modeling, and Lexington/Davidson County's new status as a NPDES Phase II community. Cy also let members know we received a Clean Water Management Trust Fund planning grant and we were the only awardees in the state. The grant is for the Swearing Creek watershed in Lexington. Cy also recommended members consider attending Stormwater Association of North Carolina (SWANC) meetings. There is currently no charge to attend.

The meeting was adjourned and the next meeting date is July 17<sup>th</sup>, at 2:00pm in the Kernersville Conference Room. Liz will not be attending this meeting.