

MEETING MINUTES

August 9th, 2012 • PTRC Conference Room, Greensboro Office • 2am - 4pm

Attendees: Stacey Tolbert, Rockingham County; Greg Patton, City of Randleman; DJ Seneres, City of Archdale; Justin Gray, City of High Point; Scott Leonard, Davidson County; Danny

I. Welcome

II. Yearly Program Update

- a. Schools (K-12): This year we reached 2,891 students in 12 elementary schools, eight middle schools and one high school. Participating teachers received a certificate.
 - Archdale: 78 students – 1 teacher certificate
 - Asheboro – 296 students – 2 teacher certificates
 - Randolph – 245 students – 2 teacher certificates
 - High Point: 380 students – 4 teacher certificates
 - Thomasville: 414 students – 3 teacher certificates
 - Davidson County Schools (minus Thomasville): 618 students – 3 teacher certificates
 - Graham: 87 students – 1 teacher certificate
 - Burlington: 234 students – 3 teacher certificates
 - Rockingham County (minus Reidsville): 226 students – 3 teacher certificates
 - Reidsville: 283 students – 3 teacher certificates
 - Summerfield – 30 students – 1 teacher certificate
- b. Pet Stores Businesses: 80 citizens reached
 - Reidsville: Pet Sense 30 customers
 - Burlington – 50 customers
- c. StreamWatch: **Stream Watch Training –38 participants**
 - Randleman (Randolph County) – 8 participants
 - Haw River (Alamance County) – 3 participants
 - Camp Guilrock (Rockingham County and Oak Ridge): 9 participants with five of those from Oak Ridge
 - Boone’s Cave (Davidson County)- 18 participants
- d. Stream Cleanups: **2,295 volunteers cleaned up 13,288 lbs of trash. 130 volunteers at Stormwater SMART events**
 - Randolph County: 1.677 volunteers cleaned an estimated 38 miles of stream, collecting 6,708 pounds of trash.

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- Alamance County: Countywide, 250 volunteers cleaned an estimated 15 miles collecting approximately 4,000 pounds of trash.
 - Davidson County: Countywide, 24 volunteers cleaned an estimated 2 miles of stream and lake shore, collecting approximately 80 pounds of trash.
 - Rockingham County: Countywide 100 volunteers cleaned an estimated 10 miles of stream and collected approximately 400 pounds of trash from the watershed.
 - Guilford County: Countywide, 747 volunteers cleaned an estimated 34 miles of stream collecting approximately 2,988 pounds of trash.
 - High Point: 244 volunteers cleaned an estimated area of 21 miles collecting approximately 2,100 pounds of trash.
- e. Scouts: 6 programs reached over 430 Scouts
- Stormwater SMART attended the Girl Scouts 100 year anniversary event held in High Point and engaged 200 scouts and leaders.
 - Stormwater SMART taught the Soil and Water Conservation Badge material at the Akela District Merit Badge College and reached over 100 scouts and several chaperones from the City of High Point, Oak Ridge, Thomasville and Archdale.
 - Stormwater SMART presented a program to the Cub Scouts during the Cub Scout Day Camp and reached over 10080 participants.
 - Stormwater SMART taught the Soil and Water Conservation Badge and Environmental Science Badge material Alamance District Scout Merit Badge College, reaching 30 scouts and 4 scout leaders.
- f. Rain Gardens: **Programs reached 28 participants**
- Randleman Rain Garden - 10 participants
 - Burlington Rain Garden Demonstration project – 15 participants
 - Residential Rain Garden Design – Burlington – 2 participants
 - Residential Rain Garden Design – Graham – 1 participant
- g. Library Programs: Programs and materials reached 850 participants
- High Point: October and April: 50
 - Buffer in a Bookmark: packets of 50 sent to 16 libraries
- h. Fairs and Festivals: **12 festivals 550 surveys completed**
- Archdale Fall Festival over 100 residents about local water quality issues with 96 filling out a survey.
 - Burlington Carousel Festival: 26 surveys 30 citizens reached
 - Gibsonville Fall Festival 49 surveys over 50 people reached
 - Asheboro Arbor Day: 30
 - Asheboro Earth Day: 17 surveys 50 informational packets given out
 - Asheboro Fall Festival: 44 surveys, 50 informational packets given out
 - Mebane Dogwood Festival: 66 surveys over 70 informational packets given out
 - Lexington BBQ Festival – 11 surveys over 15 informational packets given out
 - Lexington Multicultural Festival – 49 surveys completed over 50 informational packets given out
 - Thomasville Everybody's Day – 30 surveys completed
 - Thomasville Spring Daze – 13 surveys completed
 - Reidsville Fall Festival – 59 surveys completed over 60 informational packets given out
- i. Presentations: **16 presentations 422 participants**
- Burlington Rotary, Men's Garden: 20, 50, = 70



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- Graham Rotary: 25
- Asheboro Rotary: 50
- Lexington Rotary, Lions, Garden, Woman's and Kiwanis Clubs: 30, 15, 20, 35, 70 = 170
- Thomasville Rotary: 30
- High Rock Lake Association: 20
- Reidsville Rotary, Garden, Appearance Commission: 50, 20, 10 = 80
- Planting for Water Quality, Presented to the Planning Board and Landscapers from Summerfield – 8
- 4-H Water Camp for 12 kids 10-14 year olds run by run by Randolph County Cooperative Extension

*DC FISH grant funds allowed for an additional three presentation san done school increasing participation by 300 participants in Davidson County.

III. Materials

- a. Newsletters: Quarterly newsletters continue to be a major outreach tool. We have almost 350 subscribers to our e-newsletter and that number continues to grow. Newsletters are distributed at fairs and festivals, public events, through city and county offices and are always available on our website. Newsletters are available for board members. Please let us know if you need additional letters, or you can download the most recent version from our website.
- b. Brochures: Expect to receive additional brochures to distribute this fiscal year. If you need additional brochures, you can download them from our website or contact us for hard copies.
- c. Homeowner Information Packet: Homeowner information packets are completed and available for download on our website. We are in the process of developing river basin specific inserts for each community. These packets are board members' responsibility for distributing. Please remember, you can distribute them in any way you see fit. You are not bound by the same restrictions as staff in where you can distribute these. If you want to leave them with realtors who operate outside Stormwater SMART jurisdictions, as board members, you have that right. Please take advantage of these homeowner information packets.
- d. Bookmarks : The bookmarks we distributed last year were a surprisingly big hit. The libraries as well as citizens at other events really liked them. However, on our end they were extremely labor intensive and we can likely get a professionally printed bookmark at a much lower rate.

Additional material needs were discussed. Liz recommended discontinuing distribution of the grocery bags. They are expensive and many booths now distribute them. The rain gauges we've distributed in the past were well received. Per the board, this year we will primarily distribute rain gauges and bookmarks as well as our printed material. These materials represent the program, can be useful to citizens, and are well received.

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- IV. Strategic Plan Update:** Joy Fields summarized our accomplishments last fiscal year. With the addition of elementary schools, we increased our school participation by 52% and met most of our goals for StreamWatch, Steam Cleanups, Homeowner Information Packets, Scouts, Buffer in a Bookmark, General Presentations and Stormdrain Marking. We discussed both the Local Govt Nutrient Reduction Plan and the Small Business Outreach component of the strategic plan. Liz discussed considering these under “General Presentations and Outreach”.

We require our board representative to set up staff training events, and it was out of our hands as to whether or not that event was organized. Many jurisdictions don’t need specialized training, or they receive it elsewhere. We are happy to customize programs for your staff or briefly address staff at training events. Ethan with Burlington suggested creating an online module for staff addressing different topics and quizzing participants at the end of each module. This was well received by Stormwater SMART staff and other members of the board. Stormwater SMART will work with board members to develop modules addressing specific needs. Communities can then choose which modules they would like their staff to participate in.

As far as small business outreach, we maintained contact with organizations who utilized our services in the previous fiscal year. Two pet stores had us return to outreach events. PetSmart was not receptive to receiving our materials. One location allowed brochures in the staff lounge. Another store refused all materials. However, veterinarian offices and other pet related stores are more welcoming and we will continue building those relationships as part of our general outreach program.

- V. Bylaws/Mission Statement (FY 2012-2013):** Liz will begin drafting bylaws and a mission state for review in the next six months.
- VI. Website Update:** The Piedmont Triad Regional Council (PTRC) website has been live since the beginning of the month. There is question as to whether Stormwater SMART should be housed under the PTRC website, or under its own domain. There are pros and cons to both options. If the website is hosted under PTRC, we will have access to the calendar function and getting more of our events out there and it can be more closely integrated with our water resources webpage. On the flip-side, it will be challenging to integrate all the existing information into the new website and we will lose some of the interactive features. The board unanimously agreed they preferred the Stormwater SMART website be housed separately than the PTRC website. Multiple board members commented on how challenging customers were finding their newly renovated website since they have to navigate through so many pages to find the information they need. Some jurisdictions are in the process of reassessing their website navigability.
- VII. Additional Information:** Liz recommended board members review the NC League of Municipalities comments on the EPA memorandum “Establishing Total Maximum Daily Load (TMDL) Wasteload Allocations (WLAs) for Stormwater Sources and the NPDES Permit Requirements based on those WLAs.”

Liz recommended board members look at two funding sources for green infrastructure, the Clean Water State Revolving Fund (CWSRF) which offers 0% interest for green projects (e.g., stormwater BMPs, stream restoration, etc) [and EPA technical assistance grants](#).



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- VIII. Upper Cape Fear River Basin Prioritization Project:** PTRC is currently partnering with TJCOG to provide a GIS-based assessment of the top ten conservation and restoration parcels in the Upper Cape Fear River Basin. This project will complement similar projects in the Yadkin-Pee Dee and Roanoke River basins, and will provide guidance on top stressed parcels and top conservation opportunities in the Triad.
- IX. Piedmont Nutrient Sourcebook (piedmontnutrientsourcebook.org):** Liz distributed copies of the Piedmont Nutrient Sourcebook to board members. The project is more user friendly in the website version as all the links are updated. This project is a result of a partnership between the Triangle J Council of Governments and the Piedmont Triad Regional Council. Originally written to help communities comply with the Jordan Lake Rules, DWQ and the staff determined it had a broader applicability across the entire Piedmont region and the document and website were re-written to meet accommodate this broader base.
- X. Adjourn:**
- a. Next Meeting: **November 1st, 2pm – Greensboro Conference Room**

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