



Wilmington Building, Suite 201 • 2216 West Meadowview Road • Greensboro, NC 27407-3480

MEETING NOTES

July 25th, 2013 • PTRC Conference Room, Greensboro Office • 2pm - 4pm

Attendees: DJ Seneres, City of Archdale; Randall King, Town of Haw River; Chester Patterson, City of Burlington; Danny Scales, City of Burlington; Stacy Tolbert, Rockingham County; Greg Patton, City of Randleman; Donna Setliff, City of Reidsville; Melissa Guilbeau, City of Graham; Josh Johnson, AWCK; Michael Rhoney, City of Asheboro; Morgan Huffman, City of Thomasville; Cy Stober, PTRC; Brandon Parker, Town of Gibsonville; Montrena W. Hadley, City of Mebane; Scott Whitaker, Town of Summerfield; Joy Fields, PTRC; Elizabeth Jernigan, PTRC.

Welcome: Introductions

Annual Report: The annual report is almost completed. Hard copies of the Annual Report were made available during the meeting. Final copies will be distributed by the end of July. We made significant improvements, particularly in schools, where we increased participation by over 1,000 participants. This is due primarily to our successful outreach campaign to elementary teachers. Due to intense time requirements, we decided not to include individual community profiles. Instead, there is a detailed chart describing all programs in the appendix. Stormwater SMART members can request customized community profiles if they feel they are beneficial.

Liz reviewed the survey results collected at fairs and festivals. The actual number of surveys collected was lower than other years, due primarily to a rainy fair and festival season. While it is challenging to collect survey information, we do believe it is a vital component of the program and helps guide our program each year. This year we did not compile surveys for each community, instead we compiled all the results and made them available as an appendix to the annual report.

Environmental Education Certification: Joy and Liz both completed requirements for the North Carolina Environmental Education Certification. This is a significant achievement that required hundreds of hours of educational workshops, outdoor experiences, knowledge of resources and facilities across the state, teaching experiences and a community action partnership. The Certification process was the result of both personal and professional dedication. It provided us with many networking opportunities and opened the door for partnership building with teachers, professionals, and many local, regional and state nonprofit and government organizations. Liz did her community action project with the City of Burlington, designing a walking tour for citizens around city park. The project involves detailed signs, a map, and interactive website. The project should be implemented by the December 2013. Joy worked with the City of Greensboro to install a native plant riparian buffer at the Arboretum.

Project WET Teacher Training: We had two successful Project WET Teacher trainings this year. One training was in Davidson County and had two High Point teachers participate. While we only had eight participants, they very much enjoyed the training. Our most successful training targeted Alamance

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County teachers and was organized by the Elementary Lead Science and Math teacher. We had 21 participants from Stormwater SMART schools in Alamance County. Having our Stormwater SMART representative help facilitate these connections is essential. It took many years to find the right contact in Alamance County, and we haven't had near the success in other jurisdictions. We attempted to engage Rockingham County teachers through various locations and dates, however only two were able to attend. In lieu of an additional training, we worked with Project WET facilitators in Guilford County and were able to provide the training to these participants free of charge.

Schools: We've continued expanding both the number of schools we work with and the number of programs we offer. Joy discussed challenges associated with correlating our programs to the NC Standard Course of Study. There are instances where she has had to adapt her program upon arriving at the school and discovering the teachers were using a different methodology to meet specific goals and objective. We also partnered with the Randolph County Soil and Water Conservation District to provide an "Environmental Field Day" for Randolph County elementary school students at the NC Zoo. Joy provided a StreamWatch Program and Liz did "The Incredible Journey." Joy is currently working with teachers at Highland Elementary to coordinate a Water Field Day. This event is unique in that we are bringing in presenters from Alamance Soil and Water as well as the NC Wildlife Resource Commission to provide programming.

Scouts: Joy had a very successful outreach event with girl scouts from Davidson and Randolph County. Scouts, their parents, the River Rats, and County rescue staff participated in the event. Joy connected participants with their local waters quality thorough a combination education and public participation program. Scouts took turns collecting trash from the shores of High Rock Lake and participating in environmental education games designed to teach them about how we can best protect our waters.

Restaurant Outreach: This year was the first year we've completed a large-scale mailing campaign to Stormwater SMART communities. We distributed over 1,500 packets to restaurants with posters in both English and Spanish, managers check list, spill response, and general stormwater awareness.

Liz asked members what type of outreach campaign the board would like to see next year. The board defaulted to staff to determine the best campaign.

Library Programs: We've worked with two libraries, North Davidson Public Library and Graham Public Library this summer. Stormwater SMART was a perfect fit for their summer reading program "Dig Into Reading." This is a unique opportunity because it provides a lot of interaction with parents, particularly for the younger children. We have another program scheduled in Mebane and look forward to continued partnerships with these and other libraries on the summer reading program. We also sent libraries newsletters, seeded bookmarks, and a letter describing our services in the fall. We will continue with that mailing this fiscal year.

Capacity Building: Liz is participating as a voting member on the board for the Nature Center at Glencoe Mill. Participation will ensure there is exemplary water quality programming built into the Nature Center. If members would like to discuss further, please let Liz know. Joy has been building partnerships with Boys and Girls Clubs and Trees NC in Asheboro and Randleman. If there are similar clubs in other jurisdictions, please feel free to provide us their contact information.

Signs: Liz displayed custom signs designed for the Town of Oak Ridge and the City of Burlington. We have the capacity to customize signs to match existing municipal signage, or can customize signs to meet your needs. Please contact Liz for additional information.



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Materials: As always, newsletters were made available for participants. Those who were not at the meeting will receive 25 copies in the mail. We also have Homeowner Guides available. Please determine the best person in your community to distribute Guides (i.e. when water is turned on) and provide us with that person's contact information.

Legislative Issues: Josh Johnson and Cy Stober filled the board in on how the Jordan Lake Rules are changing. Communities are still required to meet existing requirements, however additional research is being conducted which may impact future development and redevelopment requirements.

Meeting was Adjourned: Next Meeting **October 17th, 2pm – Greensboro Conference Room**

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