



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

### Meeting Notes

November 1<sup>st</sup>, 2012 • PTRC Conference Room, Greensboro Office • 2am - 4pm

**Program Update** -We have reached over a thousand citizens through direct education including Boy and Girl Scouts, landscapers & planning boards. We have attended nine festivals including: Alamance County Educator Expo, Bush Hills Festival, Carousel Festival, Everybody's Day Festival, Reidsville Fall Festival, Asheboro Fall Festival, Gibsonville Fall Festival, Lexington BBQ Festival and Randleman Nascar Days.

We have had a fantastic response from the schools and have worked with schools in Lexington, Rockingham County, Davidson County, Archdale/Trinity, Asheboro, and Summerfield. We have programs scheduled in Trinity, Mebane and Oak Ridge.

**Materials** –The Winter newsletter is now available. Copies are available for members to distribute. Additional copies will be mailed out next week. The newsletter continues to be one of our most popular outreach materials and is currently being distributed via regular mail and e-mail. We plan to distribute annual brochure packets at the next Stormwater SMART meeting. Distribution of these brochures helps ensure you are meeting outreach needs as NPDES or Jordan Lake communities. No board members have established a process for distributing Homeowner Information Packets. Again, this is the communities' responsibility. You are free to distribute them however you see fit. We have been distributing the Guide at outreach events and have included the information on a large tri-fold board for display at public events. We anticipate completing inserts identifying special rules/regulations in your communities to future localize the information. We've had a very positive response from citizens regarding our seeded bookmarks. A cutout of a flower cut from seeded paper is attached to each bookmark. The bookmark explains the important role buffers play in protecting water quality. We have also been distributing new Stormwater SMART rain gauges at fairs and festivals.

**Annual Report** – Each board member received a copy of the annual report. While it is a hefty paper document, it provides an excellent summary of our program and includes all the materials we have created and distributed throughout the last year. We always keep a copy available at fairs and festivals and it is a great resource if anyone in your community has questions regarding the services our program provides.

**Future Programs** – We are currently at capacity in our programming and don't have much free time to do direct education with local businesses. We recognize this is an important function of the program but time/funding constraints remain challenging. In lieu of driving around, we will identify and mail out information and an invitation to train staff on stormwater practices. Our efforts will remain targeted to nurseries/home improvement centers and animal hospitals/pet stores/etc.

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

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Davidson County • Randolph County • Rockingham County • Archdale • Asheboro • Burlington • Elon • Gibsonville •  
Graham • Green Level • Haw River • High Point • Lexington • Mebane • Oak Ridge • Summerfield • Randleman • Reidsville •  
Thomasville • Trinity

Stormwater SMART staff will proceed with developing an module to train staff on Illicit Discharge Detection and Elimination (IDDE) programs. Many Jordan Lake jurisdictions require a program this year. Staff will also look into options for purchasing a pre-existing module. While an online version of the module will be useful, staff will remain available for direct training opportunities.

**Website Update** – Staff demonstrated the new Stormwater SMART website. It is currently in progress and looks similar to the PTRC website. While there will not initially be a variety of interactive features, it is something we anticipate building into the website over time. We hope to have the website up this month.

**Grant Projects** – The addition of the 205j grant funded “DC FISH” (Davidson County Citizens for Improving Water Quality) program increased our numbers substantially in Davidson County. We would love to provide similar in depth programming in other Stormwater SMART communities. The total cost of the program was around \$15,000, much of what was used to produce materials that could easily be edited for other communities. If any community (or group of communities) is interested in conducting a similar program and providing a small cash contribution, please discuss with program staff.

We received 205j funding this year to wrap up a regional watershed prioritization project. We have conducted GIS-based assessments in each of the three river basins in our region and have learned from each assessment. The final product will reflect the lessons learned throughout the process and identify the highest and lowest concentration of watershed stressors in the region. We hope the final document will be used to leverage funding for further projects.

#### **Upcoming Deadlines**

- Information Meeting for Developing Load Reduction Goals for the Jordan Existing Development Rule (November 20, Elon)
- EPA Environmental Education Grant
- EPA Environmental Justice Small Grants Program
- CWMTF Sourcewater Protection Plan (December 14<sup>th</sup>)
- CWMTF? (January)

**Adjourn:** Next Meeting: **January 31<sup>st</sup>, 2pm – Greensboro Conference Room**

\*if this time is not working out for you, please let us know. Attendance has been low (although different folks are attending). We would like to see more of our members attend, not only for us to share information, but for the networking opportunities our meetings provide.