

Meeting Notes

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

Attendees: Stacy Tolbert, Rockingham County; Greg Patton, City of Randleman; Brandon Parker, Town of Gibsonville; Joy Fields, PTRC;

Welcome: Joy welcomed board members.

Upcoming Conferences: Joy co-authored an abstract with WRRRI to present at the upcoming Water Education Summit. The presentation will specifically highlight our success in incorporating our programs into the schools and providing teachers with valuable resources. Municipal staff are encouraged to attend this summit in Asheville this September. Joy has also received a scholarship to attend the NC Environmental Education Conference held in Asheboro in September and plans to have an exhibit on Stormwater SMART at this conference.

Program Update: We've worked with over 1,000 citizens this quarter, the majority of those being students and auto mechanics. We adapted the national library summer reading program, "Fizz, Bang, Boom!" to "Fizz, Bang, Bugs!" and have used an adaptation of our *Water Quality: Ask the Bugs* program in Asheboro this quarter. Summer camps in Burlington and Davidson County have jumped at the opportunity to have Stormwater SMART programs as part of their camps. Providing Stormwater SMART with contacts for Parks and Rec staff or camps in your jurisdiction is encouraged to increase summer involvement.

Materials: The door hangers for the grass clippings campaign have arrived and are available for each jurisdiction and a stack will be mailed to jurisdictions that were not in attendance. The auto mechanic outreach guide went out in June to over 450 auto repair and body work stations.

FY 2013-2014 Recap: 26 schools, some with multiple grades participating, had Stormwater SMART visit and provide fun, hands-on activities on water quality. We covered 1st through 12th grade and reached over 4,000 students. 16 libraries received Stormwater SMART's buffer in a bookmark in our winter library mailing. Three of the libraries also had educational programs. Stormwater SMART participated in 12 Fairs and Festivals, four summer camps and multiple other events, meetings and trainings.

FY 2013-2014 Strategy: We have a strong strategy that has met the needs of our board last year and we hope that it will meet their goals for this fiscal year. School and Festival outreach are both a strong part of our program and will continue to be. Civic Clubs will be targeted again this year since we have given them a break and they may welcome us back as speakers. The brochures will be updated for our new printer and the website will be maintained with the addition of the map.

FY 2014-2015 Targeted Campaign

www.stormwatersmart.org • stormwatersmart@ptrc.org

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

Landscapers, Disconnected impervious surface outreach to specific neighborhoods or other programs are potential outreach campaigns. If you have a preference that is not listed or if an issue arises this year please let us know.

The meeting was adjourned and the next meeting date is October 16th, at 2:00pm in the Kernersville Conference Room.