



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

MEETING NOTES

October 17th, 2013 • PTRC Conference Room, Greensboro Office • 2pm - 4pm

Attendees: DJ Seneres, City of Archdale; Chester Patterson, City of Burlington; Danny Scales, City of Burlington; Stacy Tolbert, Rockingham County; Greg Patton, City of Randleman; Kaitland Finkle, City of Graham; Josh Johnson, AWCK; Morgan Huffman, City of Thomasville; Cy Stober, PTRC; Brandon Parker, Town of Gibsonville; Scott Leonard, Davidson County; Montrena W. Hadley, City of Mebane; Joy Fields, PTRC; Elizabeth Jernigan, PTRC; Cy Stober, PTRC

Welcome: Introductions

Program Update: Last quarter, we worked directly with over 1200 citizens in Stormwater SMART communities. Joy updated the staff on school outreach including new programs and adaptations. We have also significantly increased our elementary school participation. Stormwater SMART partnered with NC Wildlife Resources Commission and Alamance County Soil and Water Conservation District to conduct a "Water Day" at Highland Elementary School in Burlington. The program is successful and we look forward to partnering with more state and local organizations in the future. We are doing a similar event organized by Randolph County Soil and Water Conservation District, however it's unlikely we will spend as much time in Randolph County schools due to new requirements by the new superintendent requiring a pre-approval early in the school year for any field trips or presenters working in the school system. Stormwater SMART will work with the school district to ensure continued participation in Randolph County Schools. Asheboro schools are part of a separate school system and are not impacted by this requirement. Kaitland Finkle from the City of Graham asked if private schools were eligible to participate in Stormwater SMART programs. When the program was created, the board opted not to allow participation from private schools but the current board opted to overturn that vote. Greg Patton or Randleman made a motion, seconded by DJ Seneres or Archdale.

Joy attended and presented a modified version of Water Quality: Ask the Bugs at the national Project WET conference and was well received. This relatively new program involves a length of blue fabric, leaves, debris, and rock representing the streambed. Cutouts of macroinvertebrates are hidden throughout the stream and students are given 20 seconds to find bugs. They sort and identify the bugs and use stream survey worksheets to calculate water quality. This is a great option when there isn't a stream nearby or during bad weather.

We also had a successful fair and festival season, utilizing all water resources staff. We've found placement to be a critical component in how many surveys we are able to complete, however all outreach efforts have been successful in bringing awareness to the program and distributing materials.

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We had a few summer camp and summer reading programs that fell into this category. The librarians we've worked with look forward to working with us again next year during their summer reading programs. Summer reading programs are a natural fit for Stormwater SMART and this year we will customize a program specifically to meet the summer reading theme and market it early to eligible libraries.

We are continuing to build partnerships with other organizations including the Glencoe Mill Nature Center, Soil and Water Conservation Districts and various local and statewide organizations. Joy has been involved in STEM trainings, working not only with teachers, but Boy Scouts and Boys and Girls clubs.

We plan on hosting a Project WET Teacher Training in Alamance County in February and are working with the Wildlife Resources Commission Teacher Training in Project Wild, also in Alamance County. This project is free to any member who can organize enough teachers to make it worth the facilitator's time. Joy and Liz also went to a Food, Land & People training organized by the NC Soil and Water Conservation District. While the training was good, many of the activities need to be adapted to make them useful for our communities. One benefit of the curriculum is the ability to work with teachers on a few lessons rather than requiring a full day commitment to learning the curriculum.

Capacity Building: Liz is continuing to work with the Nature Center at Glencoe Mill, representing all Stormwater SMART Communities with students in the ABSS school system. We hope to receive enough funding to sign a lease agreement on the Dye House at Glencoe. Joy is focusing a lot of her efforts on incorporating STEM into our programs, specifically in working with Boy Scouts and Boys and Girls Clubs.

Materials: The next publication date for the Stormwater Steward is winter 2013. We are ahead of schedule and did not distribute a newsletter this quarter so we could get back on track and keep the Steward up to date with relative events in the winter. We also ordered rain gauges and bookmarks for our outreach events.

FY 2013-2014 Strategy: The majority of the fall season is dedicated to fairs and festivals and a high demand for school programming. This winter we anticipate a direct mailing campaign similar to last year's restaurant outreach campaign. This year we will focus on mechanics and automobile repair shops. This will require a bit more preparation on our part due to a lack of readily available materials and no existing database. We hope to have a copy machine in the new building that will fold and stuff envelopes.

We are also in the process of developing a mapping database to better display where our outreach are being held. We will likely integrate a Google map into the website with points. Each point will have a photo and description of outreach activity. This will make us much more transparent as well as serve as a reminder of where we need to focus our efforts.



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We also plan to reach out to civic clubs again this spring. This year's presentation will be based on Illicit Discharge Detection & Elimination and Pollution Prevention for Small Businesses. Joy will begin outreach this fall.

Our Buffer in a Bookmark outreach program will place a heavy emphasis on next years' summer reading program. The librarians we've worked with in the past were thrilled with last year's programming and look forward to having us back next summer. Summer reading programs offer us the opportunity to increase participation from eligible libraries.

New Member Outreach: Our winter meeting will be in the new Kernersville office. We will open up the meeting to all potential members. Board members agreed to actively participate in interactive programming. Staff will also work with the board to put together some preliminary materials to send to potential members. We also discussed potentially putting together some video of our programming but likely won't have time to pull that off.

Meeting was Adjourned: Next Meeting **January 23rd, 2pm – 4pm PTRC – Kernersville office.**

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