



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

AGENDA

January 31st, 2013 • PTRC Conference Room, Greensboro Office • 2pm - 4pm

Attendees: Stacey Tolbert, Rockingham County; Luke Carter, Rockingham County; Greg Patton, City of Randleman; DJ Seneres, City of Archdale; Justin Gray, City of High Point; Scott Leonard, Davidson County; Morgan Huffman, City of Thomasville; Randall King, Town of Haw River; Kyle Smith, AWCK; Danny Scales, City of Burlington; Brandon Parker, Town of Gibsonville; Ethan Brodnick, City of Burlington; Rodney Gunn, Town of Green Level; Bernard Johnson, Town of Green Level; Cy Stober, PTRC; Montrena Hadley, City of Mebane; Joy Fields, PTRC.

Welcome: Members introduced themselves and Liz distributed packets to each community.

Program Update : Joy went over new programs including a recycling game “There is No Away,” and the “Watershed Game”. We look forward to including them in our schools outreach programs. We have had a lot of luck engaging Brown Middle in Thomasville. With the guidance of Stormwater SMART, students regularly monitor water quality behind the school. Our goal is to have more Stormwater SMART schools engage in StreamWatch. While we have had very little luck connecting with Alamance County Schools, Josh Johnson was able to connect us with the right person and we are now have a lot of potential leads in Alamance County. We need board member support in connecting with our schools! We continue to be busy with scout programming and have established additional contacts in Alamance County. Our popular “Buffer in a Bookmark” program has been implemented. All libraries in Stormwater SMART communities or serving Stormwater SMART communities received a mailing with program information including a brochure and cover letter describing our program and potential for programming through after-school programs, summer reading, and other opportunities. Each packet contained bookmarks seeded with a native wildflower flower and instructions on how to plant it, why buffers are important, and how they can improve water quality. We haven’t done any general presentations since the last board meeting but have done two Illicit Discharge Detection and Elimination programs. This is available online in a new format (Prezi). The sample program is available [here](#). Programs will be customized for each community.

Materials: We are in the fifth year of the Stormwater Steward! The newsletter remains a program staple and we enjoy finding new ways to talk about stormwater runoff. We are now able to circulate the newsletter not only through direct outreach, but through our newsletter mailing list, our website, and through social media (Facebook & twitter). The current newsletter and archives are available on the website at <http://www.stormwatersmart.org/steward.htm> .

All brochures needed for Phase II/Jordan Lake Rules compliance requirements were distributed to staff members. Almost all brochures now include “QR” codes or Quick Response Codes. We will begin including these codes on all our materials including signs. QR Codes can be scanned with smart phones, iPads, etc and link directly back to the corresponding webpage on the Stormwater SMART website. We really need board member assistance in finding ways to distribute the new Homeowner Information Guide we put together last year. We are in the process of customizing inserts for each community identifying specific needs including compliance with Jordan Lake Rules, Randleman Buffer Rules, and

NPDES Phase II communities. In addition to the library mailing, we will continue distributing the “Buffer in a Bookmark” at spring fairs and festivals and other popular events. In addition to our other brochures, we did develop an IDDE brochure to complement the new program but also may be used to help the public understand and implement IDDE programs. Along these lines, all board members received a brief survey requesting a number or “hotline” people should call to report illicit discharges. This is very important for us to include in our materials and on our website, and may be useful to us as we may be getting calls.

Future Business: At the previous SS board meeting, we discussed a broad outreach campaign to a specific demographic. Liz recommended focusing our efforts this fiscal year on a restaurant outreach campaign. The Town of Chapel Hill in partnership with the UNC Institute for the Environment recently completed a really fantastic outreach campaign addressing illicit discharges from restaurants. Their materials are available in both English and Spanish. The board unanimously agreed to proceed with a restaurant outreach campaign.

We need to continue conducting IDDE programs in additional jurisdictions subject to either NPDES Phase II rules or Jordan Lake Rules. Liz will follow-up with these communities. There is the option to convert the presentation into a PowerPoint and integrate Audience Response Technology (clickers) to gain feedback about what public employees do/do not know. We would also like to begin thinking about developing an IDDE program for the general citizenry.

We have successfully reached out to most of the Rotary groups in Stormwater SMART communities but would like to continue speaking at these events on new topics including the importance of Illicit Discharge Detection and Elimination, or focus on something else specific like landscaping, use of native plants, etc. We would also like to engage other civic clubs including Kiwanis. Board members were asked to write down or get back to us with any potential contacts in these clubs or organizations.

As we move into the spring season, we would like to continue working with community groups to conduct monitoring programs and spring cleanup. Joy discussed how we structure our events (one in each river basin with outreach to all relevant members). If members would prefer additional events, or have an ideal spot where we could host an event, please contact Joy. Otherwise, we will plan to conduct similar trainings as last year.

Liz described Project WET (Water Education for Teachers) and the potential role it could play in our program. By focusing our efforts using a “teach the teacher” methodology, we can provide teachers with the tools and resources they need to facilitate strong water quality centered lessons in their classrooms, eliminating the need for us to dedicate as much time to direct education. This is an essential part in making our program more sustainable and allowing us to reach a significant without allocating resources towards our time and travel. We currently have training programs scheduled for Davidson and Alamance County teachers. We can do county specific trainings, or invite all to participate in one training event here in Greensboro.

There are plenty of fairs and festivals coming up. We are currently registered at all the festivals on the back of the newsletter. In addition, Thomasville Spring Daze and the Haw River Day in the Park festival were added to the lineup and will be reflected in an updated version of the newsletter.

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

We are also advocating all our members consider become Tree City USA members. With new technology, PTRC staff may be able to help in inventorying trees if your community would like to pursue this. More information on the Tree City USA program can be found [here](#).

Website Update: The website is currently up. Liz took the board members through the general layout. The goal of the site is to provide a lot of information without being overwhelming. However, we are going to continue working on each page to ensure it incorporates various forms of media/video/images/additional resources. Consider it a work in progress.

Social Media: Liz has spent a lot of time developing social media sites for Stormwater SMART. We didn't want to heavily promote them until there was plenty of material out there and we're now ready to be active on Twitter, Facebook, and Blogger. These are all available from our website and at the following locations. Please heavily promote these in your community if you use social media. We will begin including links to social media sites on our publications as well.

<http://www.facebook.com/PTRCstormwatersmart>

<https://twitter.com/StormwaterSMART>

<http://www.stormwatersmart.org/blog.htm>

Adjourn: Next Meeting: **April 18, 2pm – Greensboro Conference Room**

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