



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

Meeting Notes

May 3rd, 2012 • PTRC Conference Room, Greensboro Office • 2pm - 4pm

Attendees:

Stacy Tolbert, Rockingham County; Frankie Legaux, Rockingham County; Scott Leonard, Davidson County; Aaron Holland, City of Graham; Brandon Parker, Town of Gibsonville; Patricia Rissler, City of High Point; Morgan Huffman, City of Thomasville; Montrena W. Hadley, City of Mebane; Greg Patton, City of Randleman.

Quarterly Program Update (Liz & Joy)

Liz welcomed attendees to the Spring Stormwater SMART Board Meeting and discussed our current programs. We've had a successful quarter in conducting school program, reaching students at six elementary schools, two middle schools and one high school in the region (details are attached). We are continuing outreach to teachers and have already had some leads for next year (including Haw River Elementary).

As neither Joy nor Liz could attend the Earth Day Festival at the Asheboro Zoo, Jesse Day of the PTRC planning department represented Stormwater SMART at the Randolph County Water Quality Task Force booth. Jesse distributed educational materials and surveys at the event. Joy attended the first festival of the spring in Mebane and was happy with the turnout. Sixty-six people returned surveys and one participant expressed interest in joining a StreamWatch training in June. Liz worked with Greg Patton, Carolyn Langley, and other members of the Water Quality Task Force at an Arbor Day event at the Randolph County Mall and conducted an Earth Day program at the Thataway Youth Center in Burlington.

We've continued outreach to Rotary Clubs. This quarter, we conducted presentations in Thomasville, Graham and Asheboro. Other civic and community group presentations included the Lexington Women's Club and the Reidsville Appearance Commission. The presentation to the Reidsville Appearance Commission will meet Jordan Lake Rules public meeting requirements. Liz will look into it and see if this or another meeting will meet Rockingham County meeting requirements as well.

Joy discussed the pros and cons of the Boy Scout Merit Badge College programs staff conducted in Jamestown and Burlington. Joy and Liz both struggled with a lack of troop leader support and discipline in the classroom. One student drank the Enviroscape water. Students were generally disrespectful and our staff did not feel the programs were worth eleven-hour days. In the future, if board members want us to work with scouts, we would prefer to work in a more structured setting, preferably with a Troop that has a personal connection to a Stormwater SMART board member. Summer camps were also mentioned as a possibility. Joy reported that she had looked into this and the camp already has annual recruit to help scouts meet environmental science badge requirements.

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

Liz set up a booth at the Girl Scout 100 Year Anniversary Celebration in Winston-Salem. This regional celebration targeted girls from all over the Piedmont. Liz conducted numerous Enviroscape® presentations throughout the day and considered the event very successful. Many local troop leaders contacted Liz after the event, however, many were not in Stormwater SMART communities.

The Buffer in a Bookmark mailing went out to libraries in Stormwater SMART communities. While we love the concept of this program, execution was extremely challenging and time consuming. Challenges arose from the type of printer needed to print on seeded paper, to individually cutting out each bookmark. We will continue this program next fiscal year, however we will be looking to source the printing or present the bookmark in a different format. The mailing included a letter explaining our program and offering our services.

Randleman recently completed installation of a rain garden in the city park. The project was organized by a local Eagle Scout. Joy did the design work and the City supported the project by assisting with the excavation and providing amended soils, mulch and stone. The Scout sourced the plants. This is a great example of a cost effective demonstration project and we hope each community will put in a demonstration rain garden over the next few years.

Joy had a very successful StreamWatch training as part of her DC FISH program in Davidson County. We had 18 participants, all of which attended by hearing about the program through a press release, flyer, or word of mouth. Stormwater SMART is encouraged by this very positive response and hopes future StreamWatch programs will continue to be successful.

Summer Programs Update

Liz and Joy will work with Jordan Lake Communities to ensure outreach meetings are organized by the end of the fiscal year. Joy conducted a program to the Reidsville Appearance Commission addressing backyard Best Management Practices for managing stormwater and we would like to use this program to meet Jordan Lake Outreach requirements in other communities as well. We will do a joint program for Summerfield and Oak Ridge. We are working to put together a StreamWatch program in Alamance County that will also address Jordan Lake Outreach meeting requirements for those communities.

Liz and Joy are working to “certify” all the schools that participate in our programming. This is primarily an effort to meet Phase II and Jordan Lake Rules requirements. Certificates will be sent to each participating teacher.

Liz is working on setting up a Project WET training at the PTRC Greensboro in June. The training will target Stormwater SMART K-8 teachers. The training will depend on whether we can get the books. Liz is still waiting to hear back from the NC Project WET program coordinator.

The fair and festival season is off to a good start. We have a busy season shaping up, and as always look forward to talking to citizens, gaining information from our surveys, and making new contacts.

Materials

Liz and Joy have updated all the brochures. They don't have individual government logos, rather they list all the jurisdictions on the back of the brochure. They are also updated with information for the Piedmont Triad Regional Council. They will have to be updated again next year when we move into a new building. Each community received brochures on car care, hazardous waste, landscaping, low impact development, rain gardens, septic tank maintenance, teacher services, buffers and pet waste.

Buffer brochures are customized depending on buffer rules. Pet waste brochures are customized with statistics from each municipality. **If you want additional brochures, please let us know!** We are happy to send more but don't want them to go to waste. A sign-up sheet was made available during the meeting and Liz requested additional brochure requests come through e-mail. If you find you're using a lot of one particular brochure, we will happily customize that brochure to meet your needs. All brochures are now available on the Stormwater SMART website (<http://www.stormwatersmart.org/links.html>).

The spring newsletter was distributed early so we could get the word out about National Drug Take-Back Day on April 28th. This issue has drawn a lot of attention from citizens and offers alternatives to flushing leftover medication into the sewer system. The edition also highlights stormwater pollution prevention plants, the Mayo River, the Dan River Basin Association, and Stormwater SMART programming opportunities.

Please review the homeowner information guide included in your packet of information, or online at <http://www.stormwatersmart.org/links.html>. This guide is a condensed version of the 20+ page guides available online. It covers a lot of basic information and provides alternatives to traditional behaviors. Liz is working on customized inserts for Jordan Lake, Phase II and Randleman communities. Each community is responsible for distributing information packets. Please begin to assess the best way to go about this.

The "Buffer in a Bookmark" program was much more labor intensive than anticipated. The seeded paper had to be run page by page through an inkjet printer Liz had to bring from home. We were unable to print on both sides of the bookmarks so they were included in a Stormwater SMART general brochure and mailed to libraries along with a letter offering our services. We will continue with the program next year, but will figure out a more efficient way to do it.

Current Grants

Joy has been Davidson County Citizens for Improving Stream Health (DC FISH). Joy had a very successful StreamWatch training with 18 people attending in Davidson County. The turnout was encouraging as we advertising using the traditional methods we've been using for years, including a press release and word of mouth. We hope our efforts continue to pay off in other stream monitoring programs around the region. DC FISH also provided us with excellent stream surveying materials that can be easily adapted to use in all our communities.

We've completed the field work for the Eden Area Watershed Restoration Plan and hope to have a project atlas completed for both this project and the Upper Cape Fear Restoration and Conservation Analysis (UCFRCA) this fall. UCFRCA will provide an output similar to those projects we are working on in the Yadkin and Dan River Basins. This project is distinct in that we're using a stakeholder process to weight each layer. We may apply these approaches to the Yadkin and Dan projects as well so we can get a complete picture of where the biggest priorities are in our 12-county region.

Strategic Plan Update

We have exceeded our goals in the schools, with scouts, and general presentations. We met, or will meet, StreamWatch, Stream Cleanups, New Homeowner Information Packets and Buffer in a Bookmark programs. We did not meet Local Government Nutrient Reduction Plan training, small business

outreach trainings, and storm drain marking program goals. Cy Stober remarked to the board that he kept Joy and Liz tied up in field work 3-5 days a week for the last 3 months.

Next year, we will be formalizing the program with by-laws and coming up with a mission statement, and reevaluating the strategic plan.

Contract-based services

Per the last meeting, we will be offering non-Stormwater SMART member governments the option to pay for individual stormwater services during the next fiscal year with a 10% increase in fees.

National Stormwater Rule

There will likely be no update on the National Stormwater Rule until after November.

Adjourn

The next meeting will be August 9th, 2-4pm in the PTRC Greensboro Conference Room.