

**Bangor Area Stormwater Group**

April 5, 2018 Meeting Minutes

Location: Orono Town Office, Orono, Maine

9:00 am – 11:00 am

**Attendees:** Jeff Zahnizer, Andrea Dickinson, Rhonda Poirier, Phil Ruck, Shelby Hartin, Cara Belanger, Tracy Drew, Karen Cullen, Belle Ryder, Rich May. Facilitator: Brenda Zollitsch.

**Welcome and Introductions**

Rich M. welcomed everyone and asked for round-robin introductions.

**Update on DEP Happenings**

Rhonda P. attended the BASWG meeting for the first time as the new DEP Stormwater Coordinator. Rhonda reviewed the organizational structure around her position. The division is led by Brian K., with Rhonda working under him on MEPDES, Gregg on Licensing, as well as Pam, John and Sterling. Pam supervises Laura Crosley, who is responsible for enforcement.

Rhonda plans to focus on consistency statewide in MEPDES implementation. She wants to achieve the same implementation of the program across regions and MS4s. She wants to see reasonable expectations that are met with compliance.

There is not currently a new permit to review since the last round of comments. Gregg Wood will send a message to MS4s soon. DEP staff met with Ivy F (CBEP) and CLF staff. Ivy wants to see more improvements on the ground. Rhonda shared that DEP will not include the watershed plans in this permit, but will expect demonstrable change on the ground (improvements).

The group was interested in receiving more clarification on where the Notice of Violation (NOV) is in the process. There is the impression that DEP is skipping warnings and other steps and jumping right to issuing the NOV. The group wants to understand why. Rhonda will come to a future meeting with a hierarchy of notices, including the NOV.

BASWG members would like a standardized reporting form for reporting on their SWMPs. Andrea D. will send Rhonda the CSO report as an example.

The group asked her when audits will begin again. Currently Veazie is the only municipality that has not had an audit. Will start audits again with new permit. Those that have not had an audit will likely receive an audit. Next, municipalities that had “issues” identified during their last audit will be audited before those that did not. She wants to focus on specifically revisiting those issues (i.e. what did you tell us you were going to do? Did you do it?)

Likely MS4 audit order:

1. Municipalities that did not have an audit yet

2. Municipalities that were not in compliance with their plans during last audit
3. Those municipalities with new staff
4. Those who have had the longest time pass since their last audit

### **Education and Outreach**

#### **Report on the Maine Science Festival**

The ice cream/salt demonstration was wildly popular. The group reached a large number of participants (including those in the target audience). All MS4s had volunteers participate. The group made four gallons of ice cream with kids over the course of the event.

A few challenges: . There was “a lot” going on. 15 of the 18 bags eventually broke. Salt went everywhere. Shaking of jars was very loud. It was not always possible to deliver the spoken part of the demonstration as well as planned. . Some children had to wait a long time, in some cases, to participate. At the end of the session only one volunteer was left; not possible to do it all as one person. Make sure scheduling has a minimum of two volunteers each period next year.

However, lots of conversations around the booth and between people Talked with adults a lot longer per individual than at the Garden Show events in the past. May want to explore adding “Facebook Live” broadcasting during the event. The group did publish the crossword in the program, but has not received feedback from participants about that element.

#### **Regional Survey**

Pulse is working with Belle R. and Brenda Z. to revise the draft survey, in order to meet PY5 reporting compliance requirements. The survey has been revised and needs some additional text at the beginning. An incentive to participate in the survey has been donated by Black Bear Lawncare, who donated three yards of mulch. Those who complete the survey will be entered to win the three yards of mulch.

#### **Bus Wrap**

The bus wrap has been approved. It will be installed in May. The wrap has been moved slightly to fit the bus better and show images. Brenda Z. will contact Peter Newkirk at Maine DOY to see if DOT would be willing to fund \$200 for internal bus signs to complement the bus wrap on the outside. The group may also want to explore signs to post inside bus stop shelters.

#### **Social Media**

Social media has been consistently experiencing slow growth. The organic reach is less effective than the boosted reach. Pulse will be boosting stream clean-up posts, which are popular with pictures of volunteers. Some clean-ups may want to explore the use of Facebook Live (either this year or in the future). At this time organic reach is 61 views per post v. 52 in January. Get 248 impressions per paid

post. Largest following is women 25-54 with those in the 45-54 age range most engaged. Users are most active around 9 pm, followed by noontime. The BASWG currently has 584 followers.

### **Street & Stream Clean-ups**

Most of the MS4s have their clean-ups scheduled. There are plenty of bags to hand out and mugs too. Need more t-shirts. Usually distribute to youth clean-up participants. The group approved SEE contacting sponsors and using those funds to purchase t-shirts for youth participants. There are some remaining, but not enough. Phil R. will purchase through the BASWG's normal vendor. Pulse will put up FB events for any clean-ups that want them. Please make sure to take pictures of volunteers in action and send them to Pulse for posing on social media. May also want to purchase some more leather gloves. None of the clean-up coordinators wanted bottled water.

### **Stenciling Events**

Stenciling events are either scheduled or being scheduled in all municipalities. Those experienced with the stencils recommend waxing the stencils ahead of using them to improve performance and reduce clean-up. Stenciling events should have door hangers where acceptable. The group will need to print additional door hangers. City of Bangor's print shop is available when an order is ready. Cara B. will send the door hanger electronic file to Rich for printing. Rich will work with Walter Ryan in Bangor's printing services. It is estimated that the group needs around 250 door hangers for the spring stenciling events. If there is enough money left over from the sponsorships after the t-shirts are purchased, remaining funding may be used to purchase additional stencils.

### **Whiteboard Video**

Pulse is in the process of developing the whiteboard video. Shelby shared some of the images with the group, which were approved by BASWG members. Additional footage will be shared at the May meeting.

### **Administrative Tasks**

#### **Treasurer's Report**

The BASWG currently has \$44k in the BASWG bank account. The outstanding annual fee from University of Maine has been received. Belle R. reviewed a printout of Transaction Detail by Account for the period of March 1-April 5, 2018.

#### **E&O Contract Extensions**

At the March BASWG meeting, the group voted to approve a one year extension of the Pulse Contract. That contract process is currently underway. SEE will submit a contract proposal for the exact same services as this past year, for a vote by the membership on contract continuation as well. Contract continuation was approved to make sure that new bids are for E&O Services once the new permit

requirements are understood. Until that time, in PY1 of the new five-year permit, current E&O plans will continue to be in effect.

**Next Meetings**

The next meeting will be held on May 10<sup>th</sup> at the Bangor Wastewater Treatment Plant. The June meeting will be held at the Veazie Town Office, pending approval from Veazie contact.