

## **Bangor Area Stormwater Group**

June 6, 2018 Meeting Minutes

Location: Eastern Maine Community College, Bangor, Maine - Rangely Hall

9:00 am – 11:00 am

**Attendees:** Cara Belanger, Chris Cronin, Daniel Warner, George Hanson, Karen Cullen, Phil Ruck, John Rouleau, Cintia Miranda, Chris Greu, Rich May, Tracy Drew, Andrea Dickinson, Belle Ryder, Kyle Drexler, Rhonda Poirier. Facilitator: Brenda Zollitsch.

### **Welcome and Introductions**

John R. welcomed everyone and asked for round-robin introductions.

### **Update on DEP Happenings**

Rhonda P. provided an update on the status of the new permit. The permit is currently being reviewed at DEP. Changes have made to the language such that it is now more like the 4<sup>th</sup> draft! The TMDL language is mostly out of the permit. Currently Kavanaugh and Parker are reviewing the draft. The new draft should be out to stakeholders on the first of July, with a 15-day turn-around for comments. A final draft is expected to be out by October 1<sup>st</sup> for public comment. Specifically, she encourages the group to look at MCM 6 (% of catch basins cleaned, which is written similarly to the current permit language). Reviewers are encouraged to read carefully about evaluation and cleaning. In MCM 3, check language changes around priority watersheds. Also review language on the second step of the permit. **Action:** BASWG members should review the new language and get any comments to Rich M. by June 20<sup>th</sup>.

In response to requests for a standardized reporting form, Rhonda expressed concerns about the various forms that different stakeholders would like to see developed. BASWG members indicated that what is most important is clear understanding of what minimum compliance means based on what is literally in the permit. They would like all regulated entities to be asked the same questions and to be expected to answer them in the same way. Under each BMP, what reporting is expected. Rhonda said that reporting expectations will mirror the new permit.

### **Staff Change Updates**

- Hampden has a new town manager - Jim Chandler
- The contact for Milford is [diane@mildord.org](mailto:diane@mildord.org)
- Rhonda's replacement for her position at DOT is Taylor Lebreque
- Orono has a new town planner – Kyle Drexler

### **Education and Outreach**

#### **Whiteboard Video**

Pulse is continuing to work on the whiteboard video. Pulse staff are currently working on the drawing elements of the video. Cintia will have more to show at the August BASWG meeting.

## **Social Media**

The BASWG's social media had a strong month due to boosted posts about the survey. It had a relatively high organic reach and also had paid boosts. Between paid and organic reach, the FB posts increased their reach by 50% last month. Standout posts were related to the survey and the museum. Pulse continues to ask BASWG members to like posts, but more importantly share them, as this will better increase the organic reach of posts. Pulse will be running a training at the August meeting to help BASWG members and their MS4 staff increase their social media effectiveness. The BASWG's Twitter account also performed well. One Twitter post focused on stormwater management was sent around 3,400 times through organic reach.

## **BASWG PY5 Regional Survey**

The survey has been out for a while. It has currently reached 5,000 people. Common response rates for online surveys to unfamiliar readers averages 0.5%. It increases to 50% if the recipients of the survey are already part of the facebook group. Feedback from Pulse Marketing is that the survey is too long (which BASWG knew, but needed to duplicate questions to supplement data for the statewide survey). The clickthrough rate was low and the survey only had a 77% completion rate. The survey will continue to be circulated until June 30<sup>th</sup>.

## **Museum Display**

The BASWG has been working with the Maine Children's Museum. The museum currently holds BASWG's materials and interactives displays in one of its front exhibit rooms. It is unclear when the exhibit will need to be removed. It is being well-received and most visitors to the museum do have exposure to the exhibit. Decals are being placed in the front windows of the exhibit space, facing out to passing pedestrians and traffic. **Actions:** John R. will be following up on when that needs to be moved. Rich M. will be coordinating a meeting with museum staff to discuss plans for longer-term exhibit options. Brenda Z. will call-in by phone to discuss grant funding opportunities to support the effort.

## **Bus Wrap**

The bus wrap is on the Metro bus and driving along its route. Those who have seen it think it looks good. The BASWG is also considering putting posters in the busses. These are small busses. DOT has agreed to fund \$300 to purchase the posters. **Actions:** John R. is sending the invoice to Peter Newkirk. Cintia M. is coordinating the purchase and placement of the signs.

## **Stream Clean-ups**

The final stream clean-ups were completed since the last meeting. On May 19<sup>th</sup>, Old Town held its clean-up. There was low turnout. However, the volunteers who participated were able to fill a pickup truck with trash from the effort. Brewer's clean-up had 117 volunteers and collected 1.37 tons of trash. Both clean-ups had to address what NOT to pick-up, including drug paraphernalia and dead animals. In those situations, they had to call in a clean-up crew.

**Administrative Tasks**

**Treasurer’s Report**

Belle R. reported on the BASWG’s Budget v. Actual Spending. She distributed a spreadsheet The budget currently has \$33,800 remaining. It is estimated at year end, once all bills are paid that there will be approximately \$8,000 remaining over the spending reserve limit. **Action:** BASWG members requested the addition of discussion on the BASWG spending plan at the August meeting to review this information.

**Approval of Meeting Minutes**

Review of meeting minutes was tabled until next month.

**Calendar Development**

The BASWG started a new calendar with meeting information. Additional information will need to be added on compliance deadlines, special events, and trainings.

**Grants Update**

Most deadlines for upcoming grants of interest to BASWG are in October. Brenda is waiting to hear ;

**Next Meetings**

Date	Agenda Items	Location
August 9	Pulse Marketing Presentation on Improving Social Media Impact; Draft 5-Year Report Discussion; Spending Plan Discussion	Veazie Town Office
September 13	Wetland Management Presentation (CES)	Old Town City Hall
October 11	Managing Chlorides (Frank)	Old Town City Hall
November 8	Sharing Old Town’s Integrated Guidance Document (Belle Ryder and Rob Yerxa)	Orono Town Hall
December 13	Budget Planning and Regional SWMP Discussion	Machia Savings Bank – Community Room in Brewer?