**Bangor Area Stormwater Group**

April 8, 2021 Meeting Minutes

Via Zoom (Provided by Town of Orono)

9:00 am – 11:00 am

**Attendees:** Belle Ryder, Rich May, Kyle Drexler, Cara Belanger, Chris Green, Amanda Millay, Mark Leonard, Sarah, Jodi Munster. Facilitator: Brenda Zollitsch.

**Welcome and Introductions**

Rich M. welcomed everyone and reviewed the agenda.

**Update on BASWG SWMP Submission Process**

* John R. and Rob Y. worked with the SWMP Planning Team to develop appropriate goals and methods for the winter maintenance behavior change plan
* The BASWG will develop a spreadsheet tool to help collect data for analysis
* The final plan was approved by the Executive Committee and submitted to DEP on March 26th
* There is some confusion around the second step requirements for the permit process and what is the enforceable document.

**End of Permit Year Planning**

* BASWG is on track for full compliance with its SWMP requirements with DEP-approved changeover to full electronic activities in response to the COVID-19 pandemic)
* MS4s report being on schedule to complete their requirements as well.

**Education and Outreach**

***Street and Stream Clean-ups***

* There are no formal stream clean-ups with the public this year due to COVID-19
* Individual MS4s may be supporting some activities (above and beyond permit compliance, as the revision to move to all electronic outreach and behavior change was approved earlier in the year by BASWG in response to public health restrictions).
* Some “anytime, anywhere clean-ups” are happening and will use BASWG supplies.
* Orono is hosting a “virtual clean-up” – with a zoom presentation, given kits with bags, vests, gloves and gift cards for lunch.
* In some MS4s, interns are doing clean-ups and stenciling (not with the general public)
* ACTION: Cara B. is contacting DOT (Kerem) re donation for these activities

***Social Media***

* Pulse reports that BASWG social media audience remains stable (13,295 – 493 – 0 and 14,165 – 337 – 4)
* Social calendar is also stable – currently focusing on rain gardens, spring cleaning, home improvements and proper disposal of hazardous materials
* Outreach will focus on lawn and garden messaging over the summer, as well as proper PPE and pet waste disposal.
* DECISION: BASWG members approved Pulse to spend up to $500 in boosts ($250) and prize purchase and distribution ($250) for April, May and June contest
* BASWG members are welcome to send articles and links for the social media calendar

***Display Ads***

* Display ads have had 208,000 impressions and 350 clickthroughs.
* Has resulted in a 500% increase in visits to the BASWG.org website
* Time on the website is 4+ minutes (long)
* Have added surveys to landing pages

***Enviroscape Video***

* Pulse is working with Cara B. to coordinate filming a short Enviroscape demonstration video that can be broken up into shorter clips for social media use

**Proposed Changes for Urbanized Areas for 2020 Census**

*Shared with BASWG from ISWG Notes (Damon Yakovleff):*

* There will also be some big effects on whether new areas get pulled in – by reducing the jump distance it seems to reduce the chance a place like Brunswick, Kennebunk, or other municipality with an urban cluster gets drawn into MS4 due to contiguity of urbanized area. On the other hand the housing unit based measure may itself reduce the jump distances to bring in new communities.
* Updates between the decadal census are a huge change. It doesn’t seem clear just how frequent the updates will be but it seems to guarantee that there will be a new UA map for each new MS4 permit going forward.
* From the MS4 perspective the proposal to no longer include low density “connective” areas between urbanized areas could make a big difference in some of our lower density municipalities such as Windham and Gorham.
* The decision to not include lower density areas that are “indented” into the urbanized area and generally avoid “overbounding” UA seems like a good thing from the MS4 perspective

*Discussion*

* In the BASWG, Bangor would be the most impacted by their regarding Bangor’s UA boundary, but this is more impactful to areas like York.
* Proposal for how designate what is in/out of a UA
* Threshold based on houses instead of people
  + For example, they propose a threshold of 385 housing entities per square mile
  + Minimum threshold changes from 2,500 to 10,000
* Whether new areas get pulled in changes from 2.5 miles to 1.5 miles
* ACTION: This issue will be addressed by MEWEA on a statewide basis (Rebecca Graham from Maine Municipal Association is looking at it).

**Organizational Business**

* Congratulations! At the BASWG Feb Annual Meeting, the following Executive Board members were elected:
  + *Chair – Rich May (Bangor) 🡨 Serving second year of term*
  + *Vice Chair – John Rouleau (Old Town) 🡨 Serving second year of term*
  + Secretary – Victor Smith (Hampden) 🡨 Unanimously elected
  + Treasurer – Kyle Drexler (Orono) 🡨 Unanimously elected (serving another term)
* ACTION: Chris G. will ensure that Pulse posts agendas to the BASWG.org website as soon as they are sent by Brenda Z.

**Next Meetings**

* Next meeting will be held on June 10, 2021 via Town of Orono’s Zoom account
* The group will decide whether to meet in person or via Zoom for the August meeting

Annual Budget for PY8