**Bangor Area Stormwater Group**

June 10, 2021 Meeting Minutes

Via Zoom (Provided by Town of Orono)

9:00 am – 11:00 am

**Attendees:** Belle Ryder, Kyle Drexler, Belle Ryder, Andrea Dickinson, Sarah King, Jodi Munster, Chris Green, Paula Scott, and Amanda Millay. Facilitator: Brenda Zollitsch.

**Welcome and Introductions**

Rich M. was working in the field at the time of the meeting, so Kyle D. welcomed everyone. Brenda Z. reviewed the agenda.

**Update on BASWG Stormwater Management Plan (SWMP) Submission Process**

* BASWG submitted 5-year SWMP plan to DEP. Have received comments from Kathy H. that a few elements need to be changed. Planning team has been working on addressing these changes.
* Brenda Z. shared the suggested changes to the SWMP language to address suggested edits generally providing more specificity in direct response to example language provided by Kathy.
* The group provided a set of additional edits for incorporation.
* Edits focused on:
  + Refinement of outreach message delivery/implementation tools detail
  + Additional detail on implementation and evaluation timelines
  + Refinement of winter maintenance behavior change target audience
  + Adjustments to the measurable goals for the winter maintenance behavior change plans to make them easier to measure
  + The creation of specific message language for public winter maintenance behavior change campaign (rather than general content to be refined at a later date)
* Rich M. will incorporate final edits into a revised SWMP document for submission to Kathy H by the new response deadline.

**DEP Updates**

* Nested/Transportation Permit is forthcoming.
* June 17th appeal is confirmed; MS4s can attend electronically if they want to
* SWMPPs must be updated within 30 days of a change; they are living documents, including needing to be updated when staff change.

**Final Review of Remaining Compliance Activities**

* 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**

* ***Social Media –*** Social media impact is a little up, with a slight audience gain. 11% growth across all(5% FB and 2% Twitter). There is some instability in social engagement as the pandemic wanes. BASWG usually attracts viewers at this time of year with photos of clean-ups and stenciling, which did not happen in Spring 2021. Earth Day and Labor Day posts played well. Lawncare posts are starting to do well. June had a significant increase in views due to social media advertising.
* ***Display Ads –*** PPE Display ads are preforming well. YouTube-related Google Display and Facebook are the two primary viewing platforms. Use of the page has been coming directly from the advertising. A total of 13k have seen the display ads with a clickthrough rate of 5%. 19k have been exposed to a link to the video with 16% having seen the video through to completion.Have been drawing more people to the BASWG landing page (2,300% increase).
* ***Rain Barrel Contest –*** This contest has not worked well. 10,000 people have been reached by the posts in the Greater Bangor Urbanized Area. However, there have not been a lot of submissions. Believe that set the bar too high with the number of actions needed to be taken to participate. Will be revisioning the contest to be simpler and increase engagement.
* ***Enviroscape Video –*** Pulse will be filming the enviroscape video with Cara B. Belle has new items for the watershed model (will drop off at SEE).
* ***New Video –*** Pulse will have the video completed by end of the permit year (end of June)
* ***Next Steps*** – Pulse is starting to develop further resources for the winter audience. Pulse will being some recommendations for strengthening online outreach to the August BASWG meeting (including short videos and articles).

**IDDE Sharing Session**

* EMCC – Nothing to report; not many people on campus over last year.
* University of Maine – Working with SEE to track a source – human bacteroidies (still there but small). Also found sewage leaking onto a UM property in the Demerit Forest, which has since been addressed.
* Orono – Had one small illicit discharge this week, which was addressed. Trying to trace back e coli. An extra step that is time consuming. Human bacteroides is more clear.
* Andrea reports that the university is doing less testing through them, but may be doing more on their own. Will keep an eye out for any university reports/studies about the process of testing wastewater for COVID-19.

**Other E&O Sharing**

* High school students completed a great catch basin art project in Orono.
* Orono’s virtual clean-up event was the largest clean-up to date for the town (120 signed up on Facebook). Brenda Z. will send Athena Saucier a certificate of appreciation for her work on this art project.

**Organizational Business**

* **Meeting Minutes:** The group tabled approval of April approval of meeting minutes due to a lack of a voting quorum.
* **Financial Report:** Kyle D. provided a BASWG financial report. The BASWG has a budget of $38,400 and had spent $23,452 at the time of the meeting, with a remaining $8,800 in invoices that would be paid shortly, leaving a balance of ~$6,000 (potential carryover). Note: Kyle will be on vacation for the August meeting (provide him with any needed paperwork one week prior).

**Next Meetings**

* Next meeting will be held on August 11, 2021 via Town of Orono’s Zoom account. The group decided to hold the meeting online, as it tends to be a low-attendance meeting time.
* The group decided that the October 14, 2021 meeting may be held in person at EMCC if possible (depending on pandemic restrictions).