RSPC Quarterly Meeting – May 6, 2020

The Regional Stormwater Partnership of the Carolinas Quarterly Meeting was held as a virtual meeting via Zoom on May 6, 2020 from 12:00 – 2:00 pm.

Attendance:

Scott Attaway - Lowell

Ray Allen - Statesville

David Caldwell – Mecklenburg County

Jason Cathey – Gaston County Natural Resources Department

Chris Costner - Monroe

Sharnelle Currence – Charlotte

Ellen Dowling - Monroe

Franklin Gover – China Grove

Regina Guyer – Rising Solutions, PLLC

Danon Lawson - Gastonia

Craig Miller - Charlotte

Kari Raburn – Rising Solutions, PLLC

Gina Ratajc – Rising Solutions, PLLC

Daisha Williams – NC AmeriCorps

**Opening of Meeting – Chris Costner**

* Meeting called to order at 12:12 pm by Chris Costner
* Welcome to the meeting. Thanks to Franklin Gover for hosting our virtual meeting.
* Members are asked to share what their municipalities are doing during the pandemic.
  + Craig Miller – Charlotte is working from home currently. A plan is being devised on how to bring us back into the office very gradually and slowly.
  + Chris Costner – Monroe staff is working ½ time in the office and ½ at home. Maintenance crews are staggering times coming in. Monroe has developed a policy as far as what they’ll do in the future in situations similar to this.
  + Ray Allen – City of Statesville is considered essential and therefore we are coming in every day. Cinnamon Black has resigned and is no longer with the City of Statesville. Ray Allen cannot fill the secretary role in Cinnamon’s place due to his workload. The city will not be replacing Derek Slocum and they have not filled the environmental educator position.
  + Danon Lawson – Gastonia is working 3 days at home and 2 in the field working independently. Crews are working 5 days. They are considered essential and still working.
  + Jason Cathey – Gaston County is starting Phase 1 on Friday.
* NCDEQ Audits
  + Craig Miller - Charlotte is seeking 3rd party to help with preliminary audit. Chris and City of Monroe has collected a lot of great data on compliancy and audits. Thanks, extended to Chris.
  + Chris Costner – In reviewing past NCDEQ audits, there have been three notices of compliance, three notices of violation, and the rest have gotten notice of deficiencies. He is happy to send the information that they have gathered. Chris will send it all to Kari to upload on the website for everyone to access. NCDEQ is pushing back audits. Chris can also send out the notice from Jannette about changes in schedule.
  + Scott Attaway – The City of Lowell was given an NOV. They have adopted a resolution. They are having issues getting everything done with 30% of workforce down, but they need to complete a self-audit by June.

**Secretary Report – Regina Guyer**

* Regina Guyer provided a review of meeting minutes from February 13, 2020 RSPC annual meeting.
* Motion for approval of minutes by Ray Allen, motion 2nd by Craig Miller with a unanimous vote of approval.

**Chairman Report – Chris Costner**

* Everything is going well considering the current work environment with lots of people working from home.
* We are looking at two proposals from Rising Solutions, PLLC on upcoming budget proposals.
  + One with two workshops and other with one workshop based on the current environment.
  + The FY21 year includes scope of work for grants and NC AmeriCorps management at an increase of $1,000 from FY20.
  + The workshops cost about $5,000 to plan and hold. The RSPC can approve the budget up front with two workshops or add one in later.
* There was a discussion on the usefulness of the RSPC having a virtual meeting hosting service.
  + GoToMeetings - $19/month – Scott Attaway is paying month to month for services.
  + Zoom Meetings – Franklin Gover shared that China Grove is currently paying month to month for Zoom Meetings as well.

Action Items:

1. RSPC members send in any information they have on virtual meeting host sites and send to Rising Solutions. Rising Solutions to come up with some different pricing options.
2. Rising Solutions will follow up with Ashton Walker, as she is currently out on maternity leave, on her availability to fulfill the secretary position. She was the runner-up for the secretary position during the election at the annual meeting. Rising Solutions will let RSPC members know prior to the August quarterly meeting if additional volunteers or nominations are needed.

**Treasurer Report & Budget Committee – Franklin Gover**

* We have spent about 65% of our advertising funds.
* Due to the coronavirus, we are looking good for our quarterly meeting budgeting. We will likely be below budget.
* Franklin and Regina met at the bank to finalize getting Chris Costner added for the check signing authority and Rob Donham removed.
* We will have to add a line item for insurance due to insurance being necessary for grants.
* For next year:
  + There will be a $1,000 budget increase in the scope needed for Rising Solutions, PLLC facilitations, NC AmeriCorps/Resilience Corps NC management, and grant writing,
  + No media increase
  + Printing and supplies budget are high because it includes the Enviroscape. However, we have not ordered one yet. Daisha may have access to one through NC AmeriCorps.
  + We need to plan RSPC events for FY21. Our Tech Talks are most cost effective in terms of hosting.
  + We need to determine our overall costs for internships.
  + We are looking at a $4,000 increase in budget expenses this year.
  + We are still needing dues from Town of Stanley.
  + Scott Attaway said Heath Jenkins is the Town Manager there and he will assist in follow up with him.
    - Regina has talked to their administrative staff and Craig Roseberry, Public Works Director.
    - Joseph Alms has connections with Town of Stanley.

Action Item:

1. Rising Solutions will post the FY21 Budget from Franklin Gover with the meeting minutes for members to look at in the members only section.

**New Member Committee Report – Chris Costner, Danon Lawson, and Regina Guyer**

* Jason Cathey has been working within Gaston County for joining the RSPC.
* Chris Costner has connections with the SC municipalities and will seek to contact them about joining the RSPC.
* Regina will follow up with Toni Norton of Catawba County.
* Everyone in Gaston County can connect with City of Cherryville, Scott Attaway and Kevin Krouse in particular. Danon Lawson will reach out to Jeff Cash.
* Regina sent an email to the City of Concord. Jeff Corley is in charge now. She talked to Tom Bach and will continue to connect with him. Their website still states that they are RSPC members.
* City of Hickory – Regina has followed up with Kelley Winkler.
* Indian Trail – Chris Costner shared that they have all been working from home, but he can reach out to them.
* Chris Costner can talk to Waxhaw and Lisa in the Town of Weddington (She was in Monroe, then went to Marvin, and then to Town of Weddington.)
* Craig Miller shared that the municipalities in Catawba Co are trying to make their own partnership and the Western Piedmont Council of Government was concerned about the RSPC. Members are encouraged to approach them from the standpoint of respectful collaboration.
  + Kari Raburn also shared that our media coverage does not necessarily cover Catawba County, so membership may not be as beneficial to them. Craig mentioned that Hickory may be receiving the same coverage.

Action Items:

1. Kari Raburn will check our media coverage map to see what areas it covers in terms of potential new member municipalities.
2. Rising Solutions will send the potential new member municipalities spreadsheet to RSPC members for them to review whom they have connections to and can contact to expand our RSPC membership.
3. Seeking New Member Committee Chairman

**Outreach and Education Report – David Caldwell**

* NC AmeriCorps
  + Daisha Williams, our NC AmeriCorps Member, came in February and was at Mecklenburg County until mid-March with the COVID-19 situation she is currently working from home.
  + She has been doing a tremendous job and has accomplished a lot.
  + We had to sign an emergency teleworking agreement that is good through the end of June.
  + There was a maximum number of hours of education work to get the educational bonus and that has been cut down 50% due to COVID-19.
  + Our portion for the AmeriCorps member is $4,750 this year.
  + Next year the budget increases to $11,000 but the grant can cover ½ of that again.
  + Some highlights of things Daisha has completed thus far are a list of contacts for Title I schools, Facebook page for RSPC, BMP flyers, and different BMP themes members were interested in having developed.
  + David Caldwell was the supervisor for February and March. Then Regina Guyer has picked up that role. Daisha has begun working more with the WRRI-SWC grant and developing an outline of her work for the project – making educational and outreach lessons plans, virtual lessons, online surveys, website development, etc.
  + Original plan was for her to move next to the Town of Mooresville, yet, with COVID-19 work from home will continue. She has been doing work which will be very beneficial to all of the RSPC.

**Training Committee Report – Ray Allen**

* Ray Allen was impressed with the Elected Official’s Workshop. He will reach out to other Training Committee members.
* With the current pandemic situation, we will forego the May training, but we will look for a way to have a Tech Talk for October, whether that be virtual or in person.
  + Franklin Gover would like to plan for an in-person Tech Talk
  + Ray Allen suggested the possibility of the StormTech company presenting at the Tech Talk with information on installations and inspections, etc.
    - Craig Miller – apprehension about having a company tell about their own proprietary devices unless they only focus on inspections and things in general, not their own product.
  + David Caldwell shared that Charlotte Mecklenburg has a grant with FEMA testing low cost flood sensors to use in communities to detect floods, etc. He can talk to someone in his office about the possibility of having a speaker share on this.

Action Items:

1. Ray Allen and Training Committee will come up with ideas to share at August meeting for a Tech Talk in October.
2. RSPC Members should come up with ideas of connections they have for speaker recommendations for our October Tech Talk and respond with ideas to an email that Rising Solutions will send.

**AmeriCorps Member Report – Daisha Williams**

* Title I Schools
  + An Excel document has been created with all the contact information for the Title I schools in the RSPC members’ municipalities.
* School Education Materials Research has been done and contains materials for Stormwater education
* Research on BMPs – A compilation of the various BMPs for different areas was created.
  + Members are asked to look over the list of BMP themes and select the ones that are of priority for their municipalities.
  + 8.5 x 11 Flyers are easier and more accessible than tri-fold brochures – Craig Miller
* Preview of module video – Daisha did a great job.
  + Craig Miller asked what are some ideas for where we could use this video?
    - Daisha suggests that it could be used for the grant and post it on the grant website. This could overlap with the education modules. EdPuzzles website that these videos can be uploaded with quiz questions that pop up during viewing.
    - Regina Guyer suggests they could be posted on each municipality’s websites

Action Item:

1. A Groupvine email will be sent out by Daisha Williams for RSPC member responses.
   * + RSPC members should review the Title I schools document and add any school contacts that they already have, Title I or not.
     + RSPC members are asked to review the School Education Materials Research document and email Daisha with any additional resources that you have or are aware of.
     + RSPC members are asked to respond with the BMPs that are highest priority to their municipality, so that Daisha can focus her efforts on items that are most beneficial to the group.

**Media Campaign – Kari Raburn and Daisha Williams**

* Delivered impressions were low from the fall campaign, but they were able to compensate for that and give us what they promised.
* We have switched back to WCCB because it provides more for our money and includes the in-studio interview.
* We need someone who would be interested in doing the interview which is scheduled for May although it will likely be pushed back with the current pandemic. Daisha Williams volunteered to do the spotlight.
* For FY21 the budget will stay the same for TV and Radio campaign
  + WCCB is offering both a Carolina InSight and a Rising News Spotlight with each campaign
  + Focused ads will replace the google pay per click, but still be $600 per campaign
* Daisha has been working on the Facebook page and using it to promote exposure.
* She is planning to do monthly spotlights of RSPC member municipalities. She started with Charlotte-Mecklenburg. Daisha writes up these posts so they do not require much from the members, but she would like the members to send any information that they would like shared. In addition, she wants to link these spotlights to the member municipalities’ Facebook to increase exposure.
  + Scott Attaway with Lowell can do the June spotlight.
  + Franklin Gover will work with Daisha for China Grove’s spotlight.
  + Ellen Dowling will work with Daisha for the Spotlight, has requested time to allow the Monroe website to be updated.
  + Ray Allen will work with Daisha for a Spotlight this fall, would like to pursue when a new educational outreach staff member joins Statesville.
* She is also doing Freshwater Fridays in which she is highlighting important issues pertaining to stormwater.
* Facebook offers $200 in ad credits, so this could be a good time to invest in our media campaign with Facebook. Ellen shared that they do that with Parks and Rec in Monroe, and it helps.

Action Items:

* 1. RSPC members should email Rising Solutions with suggested topics to focus on for the media campaign spotlight.
  2. RSPC members should email Daisha and share if they have access to their municipality’s Facebook page. If not, do they have contact information for how to get our posts shared and linked to their municipality’s page to boost views.
  3. RSPC members should let Daisha know when they are able to volunteer for the upcoming spotlight positions for Facebook, especially if they are able to do July.

**Website – Kari Raburn**

* We are working to coordinate how to host all the videos on our website. We will likely need to use another interface like Vimeo - $20/month or around $70 if we want live video streaming.
* The Agency has put together a proposal to help with getting virtual trainings for K-12, community members, and stormwater professional running smoothly including optimizing the interface for each group as well as live video streaming which would cost $5,000.
* EEG grant review that will be submitted at the end of May and should hear back around the timing of the August meeting

**WRRI – SWC Grant Report – Regina Guyer**

* WRRI-SWC has funded our grant project with Johnson C Smith University (JCSU). Daisha is working well linking with JCSU.
* During these unprecedented times, we are adjusting our grant project strategies and methods.
* The grant team has worked with Nicole Wilkinson McIntosh of WRRI-SWC to update them on the project work. Our project timeline and adjustments in strategies have been approved with her.

Action Items:

1. If member municipalities have their own stormwater surveys that go out into the community, please send those to the Rising Solutions, PLLC.

**Meeting Summary – Gina Ratajc**

Meeting Action Items Summary:

1. RSPC members send any information they have on virtual meeting host sites to Rising Solutions. Rising Solutions to come up with some different pricing options.
2. Rising Solutions will follow up with Ashton Walker, as she is currently out on maternity leave, on her availability to fulfill the secretary position. She was the runner-up for the secretary position during the election at the annual meeting. Rising Solutions will let RSPC members know prior to the August quarterly meeting if additional volunteers or nominations are needed.
3. Rising Solutions will post the FY21 Budget from Franklin Gover with the meeting minutes for members to look at in the members only section.
4. Kari Raburn will check our media coverage map to see what areas it covers in terms of potential new member municipalities.
5. Rising Solutions will send the potential new member municipalities spreadsheet to RSPC members for them to review whom they have connections to and can contact to expand our RSPC membership.
6. Seeking New Member Committee Chairman
7. Ray Allen and the Training Committee will come up with ideas to share at the August meeting for a Tech Talk in October.
8. RSPC Members should come up with ideas of connections they have for speaker recommendations for our October Tech Talk and respond with ideas to an email that Rising Solutions will send.
9. A Groupvine email will be sent out by Daisha Williams for RSPC member responses.
   1. RSPC members should review the Title I schools document and add any school contacts that they already have, Title I or not.
   2. RSPC members are asked to review the School Education Materials Research document and email Daisha with any additional resources that you have or are aware of.
   3. RSPC members are asked to respond with the BMPs that are highest priority to their municipality, so that Daisha can focus her efforts on items that are most beneficial to the group.
10. RSPC members should email Rising Solutions with suggested topics to focus on for the media campaign spotlight.
11. RSPC members should email Daisha and share if they have access to their municipality’s Facebook page. If not, do they have contact information for how to get our posts shared and linked to their municipality’s page to boost views.
12. RSPC members should let Daisha know when they are able to volunteer for the upcoming spotlight positions for Facebook, especially if they are able to do so in July.
13. If member municipalities have their own stormwater surveys that go out into the community, please send those to the Rising Solutions, PLLC.
14. Rising Solutions, PLLC to send email with list of action items.
15. Rising Solutions, PLLC to post PowerPoint, meeting minutes, and Treasurer reports in Members Only Section online.

**Resolutions**

*Approval of Minutes from February 13, 2020 Annual Meeting*

* + Motion for approval of minutes by Ray Allen, motion 2nd by Craig Miller with a unanimous vote of approval.

*Approval of Adjournment*

* + Scott Attaway made a motion to adjourn, Franklin Gover seconded the motion, with unanimous vote to adjourn.

**Adjournment**

The meeting was adjourned at 2:04 pm.

**Future meetings**

* + August 26th at China Grove Town Hall
  + November 4th at Mooresville