



# Quarterly Meeting

May 6, 2020

Virtual Zoom Meeting

# Mission Statement

- We seek to educate and bring awareness to the public, local businesses and education centers of our region about stormwater issues and their impact on water quality and our environment. We further aim to unite local stormwater programs by sharing information and ideas in order to discuss and address similar stormwater issues on a regional level.

# Agenda

12:00 – 12:05	Networking and Gathering for Meeting	
12:05 – 12:15	Opening of Meeting	Chris Costner, Chair <ul style="list-style-type: none"> <li>➤ Call to Order</li> <li>➤ Welcome</li> <li>➤ Thanks to Franklin Gover for Hosting the Virtual Meeting</li> <li>➤ Members share work strategies during these unprecedented times</li> <li>➤ Update from any municipality with NCDEQ auditing experience since last meeting</li> <li>➤ Establishment of Quorum Declared</li> </ul>
12:15 – 12:20	Secretary Report	Regina Guyer <ul style="list-style-type: none"> <li>➤ Feb 12 Minutes Presented for Vote</li> <li>➤ *Get motion and 2<sup>nd</sup> to vote for Approval of Minutes</li> </ul>
12:20 – 12:30	Chairman Report	Chris Costner, Chair <ul style="list-style-type: none"> <li>➤ RSPC Status Overview</li> <li>➤ Rising Solutions, PLLC FY21 Facilitation Services</li> <li>➤ Cinnamon Black has resigned as Secretary</li> </ul>
12:30 – 12:40	Treasurer Report & Budget Committee	Franklin Gover, Treasurer (Committee Chair) Members: Chris Costner and David Caldwell <ul style="list-style-type: none"> <li>➤ Budget Report</li> <li>➤ FY21 Budget Discussion</li> </ul>
12:40-12:50	New Member Committee Report	Members: Becky Conder, Chris Costner, Danon Lawson, David Johnson, Kim Sturgis, and Scott Attaway <ul style="list-style-type: none"> <li>➤ Volunteer for new Chair (Derek Slocum is now with Ott HydroMet)</li> <li>➤ New potential members</li> <li>➤ Volunteer/Assignments for member to potential member contacts</li> </ul>
12:50-12:55	Outreach and Education Report	David Caldwell (Committee Chair) Members: Ashton Walker, Bill Trudak, Chad Waldrup, Cheri Clark, Ellen Dowling, and Sharnelle Currence NC AmeriCorp Daisha Williams
12:55-1:00	Training Committee Report	Rob Donham (Committee Chair) Members: Chad Waldrup, Franklin Gover, Josh Watkins, Nick Lynch, and Ray Allen <ul style="list-style-type: none"> <li>➤ Elected Officials Workshop Success</li> <li>➤ Tech Talks – October: Post-construction controls compliance training</li> </ul>

1:00 – 1:15	AmeriCorp Member Report	Daisha Williams <ul style="list-style-type: none"> <li>➤ Documents <ul style="list-style-type: none"> <li>○ Title I Schools</li> <li>○ School Education Research Notes</li> </ul> </li> <li>➤ Modules</li> <li>➤ Research on BMPs and Themes for BMPs</li> </ul>
1:20-1:30	Media Campaign	Kari Raburn and Daisha Williams <ul style="list-style-type: none"> <li>➤ Fall Campaign Numbers with WSOC</li> <li>➤ Spring Campaign with WCCB</li> <li>➤ Facebook</li> </ul>
1:30-1:35	Website	Kari Raburn <ul style="list-style-type: none"> <li>➤ Coordinating to add repository capabilities</li> </ul>
1:35-1:45	EEG Grant	Kari Raburn <ul style="list-style-type: none"> <li>➤ Environmental Education with K-12 and Colleges across Central North Carolina through Stormwater Outreach and Engagement</li> <li>➤ Stormwater Training Workshops Across Central North Carolina to Enhance Understanding of Water Quality Impacts— Professionals, Elected Officials, Educators, and Citizens</li> </ul>
1:45-1:50	WRRI- SWC Grant Report	Regina Guyer <ul style="list-style-type: none"> <li>➤ Review of Project Status</li> </ul>
1:50-1:55	Meeting Summary	Confirm action items and votes – Gina Ratajc
1:55 – 2:00	End of Meeting	Closing Comments from RSPC Chair and Adjournment -Chris Costner, Chair
<b>SAVE THE DATE: Quarterly Meeting August 26<sup>th</sup> - China Grove</b>		
<b>Quarterly Meeting November 4<sup>th</sup> – Mooresville (Note Corrected Date)</b>		

# Welcome

- Call to Order
- Welcome
- Thanks to Franklin Gover for Hosting the Virtual Meeting
- Members share work strategies during these unprecedented times
- Update from any municipality with NCDEQ auditing experience since last meeting
- Establishment of Quorum Declared

# Secretary Report - Minutes from Annual Meeting February 13, 2020

- **Resolutions**

- Approval of Minutes from February 13, 2019 Annual Meeting
- Approval of Annual Reporting with the Fiscal Year
- Approval of Continue AmeriCorps Member Program
- Approval of Adjournment

- Election of Officers: Chair, Vice Chair and Secretary:

- Chair – Chris Costner
- Vice-Chair – Craig Miller
- Secretary – Cinnamon Black

- Chairman Report: Many accomplishments in 2019 and Rising Solutions has done a lot to keep us moving forward.
- Non-Profit Committee: Approved for Federal Income Tax exemption, Approved for State Income Tax Exemption to be reimbursed for all taxes paid, Officers need to complete conflict of interest documents.
- Training Committee: Critical components to helping obtain new members by continuing to have meaningful trainings. A great staff training at China Grove available on our website for training of all municipal employees. Upcoming Training – Elected Officials Workshop February 26<sup>th</sup>. Speakers: Jeannette Powell from DEQ, Rusty Rozzelle from Mecklenburg County, Jon Smith from Tetra Tech, Evan Kirk from UNC School of Environmental Finance, and Tom Hill from NCDAC
- New Member Committee: Finding ways to differentiate our services so that there are extra benefits to membership – like our staff training online, reaching out to potential new members who may be having audits, invitations to the Elected Officials Workshop, Reaching out to: Town of Troutman, Town of Waxhaw, Kannapolis, City of Concord, Indian Trail, Mineral Springs, Lexington and Gaston County Natural Resources.

# Secretary Report - Minutes from Annual Meeting

## February 13, 2020

- Annual Report: Annual report is available on the website, [regionalstormwater.org](http://regionalstormwater.org) Annual Report will coincide with the fiscal year available July 1st.
- Website : Elected officials training flyer is listed on the events page and if you click on the flyer, it will take you to registration. Resources tab on the website – you can access the municipal staff training modules. In the members only section, we will post a copy of the flyer with the password for the staff training.
- Marketing Campaign: Switched to WSOC, Good morning America. We got close to 2 million expressions, but it is about ½ million short of views from the previous year. The Agency suggests going back to WCCB. WSOC is more well-known and so maybe they're better to go with because they'd be more substantial. Kari Raburn will investigate and get new proposals from The Agency.
- RSPC Vision 2020 – Member Needs and Interest – Survey Updates and Overview :
  - Conducting presentations at schools – we'd like to create a teaching plan and then get into schools to do programs. Identifying Title I schools, develop materials to contact schools, introduce materials/activities, review age specific curriculum.
  - When citizens call in pollution or stormwater issues, do you have written procedures and how are they tracked? – ½ have good programs and ½ didn't, so this is potentially a good area to focus on, maybe Daisha could learn about this and create some sort of template of procedures; or the idea to create a database of the useful tools and procedures for members to access and utilize
  - Mapping major outfalls – most have done this; but many are lacking some sort of procedure for tracking and categorizing this data – Chad shared what they're doing in Belmont that is working well for there and is happy to share forms – the idea that we can create another database
  - Encourage everyone to use our online trainings for staff
  - Documents for businesses – restaurants, vehicle maintenance, gas stations, etc – to educate these businesses on possible pollutants and how to take care of them – we could create a standard form in electronic format that each municipality could change the logo to their own – targeting pet waste, fertilizers, yard waste, pesticides
  - Inspections, stormwater prevention plans specific to different locations, follow up plan, way to track – collect forms, templates, and examples of stormwater prevention plans to create a database
  - Standard operating procedures – street cleaning, catch basin cleaning, stormwater drain cleaning, illicit discharge – what specifics for what warrants a clean up

# Secretary Report - Minutes from Annual Meeting February 13, 2020

- Audits: Chris Costner has staff members going through the reports of those municipalities that have already been audited to see what DEQ is actually looking for to make sure they're covering all of their bases. –Share the information to RSPC. Danon Lawson: Each area is a little different and depending on which inspector does the inspection – on some municipalities, they're having the inspections done again by someone else & changing the notice of deficiency to notice of violation
- Training Committee – Tech Talks: Idea for post-construction controls compliance training– May and October tentative dates. Additional idea: Low cost flood sensors installed on different creeks to alert trouble spots when the creek is reaching potential flood risk.
  - Difference between municipal responsibility and HOA responsibility – bridging the gap b/t items being approved & the HOAs understanding of their responsibilities
  - Possibility of having a traveling training to different areas
  - Craig – put together an agenda – one in the fall and one in the spring
  - Request for the capability to have a live webinar with one host site and then have it broadcast to other satellite locations with interactions via typing
- Educational outreach committee – NC AmeriCorps member – Daisha Williams working with the RSPC and our WRRRI-SWC grant Feb 12 – Dec 15, 2020.
  - Public outreach events, creating a school program to be presented in different schools using enviroscape
  - Currently JCSU, Mecklenburg Co, Mooresville, and Harrisburg have been planned as host sites
  - BMPs for businesses, NPDS templates, WRRRI grant – focuses on under engaged communities so it will be very helpful for all of us
- WRRRI – SWC Grant was awarded to Johnson C. Smith University in collaboration with RSPC, Principal Investigator: Dr. Bryan Patterson has replaced Dr. Philip Otienoburu (No longer with JCSU), “Empowering underrepresented citizens of Charlotte-Mecklenburg with a voice and role in municipal stormwater program goals, Budget: \$76,924
- Conference Participation – APWA Conference – Sept 20-21 – Stormwater Management Division – at The Westin Charlotte. There is a special area for non-profits for us to set up a booth and NC Flood Plain Conference – Spring Conference is their big one

# Chairman Report

- RSPC Status Overview
- Rising Solutions, PLLC FY21 Facilitation Services
  - Nonprofit organizational support
  - Board meetings
  - Member meetings
  - Website and social media management
  - Administrative management
  - Fiscal management
  - Grants
  - Annual workshop
  - Tech Talk training (2)
  - Education and outreach
  - NC AmeriCorps and Resilience Corps NC
- Cinnamon Black has resigned as Secretary



# Treasurer Report and Budget Committee

- Budget Report
- FY21 Budget Discussion



# New Member Committee

**Volunteer for new Chair (Derek Slocum is now with Ott HydroMet)**

**Action Item: Volunteer/Assignments for member to potential member contacts**

- **Potential New Members:**

- Catawba County
- City of Cherryville
- City of Concord
- Gaston County Natural Resources Department
- City of Hickory
- Town of Indian Trail
- City of Kannapolis
- City of Kings Mountain
- City of Lexington, NC
- Town of Lincolnton
- Locust
- Village of Marvin
- Town of Mineral Springs

- Town of Ranlo
- City of Salisbury
- Town of Troutman
- Union County
- Town of Valdese
- Town of Waxhaw
- The Town of Weddington
- Village of Wesley Chapel
- SOUTH CAROLINA
- Town of Fort Mill
- Lancaster County, SC
- York County, SC

# Outreach and Education Report

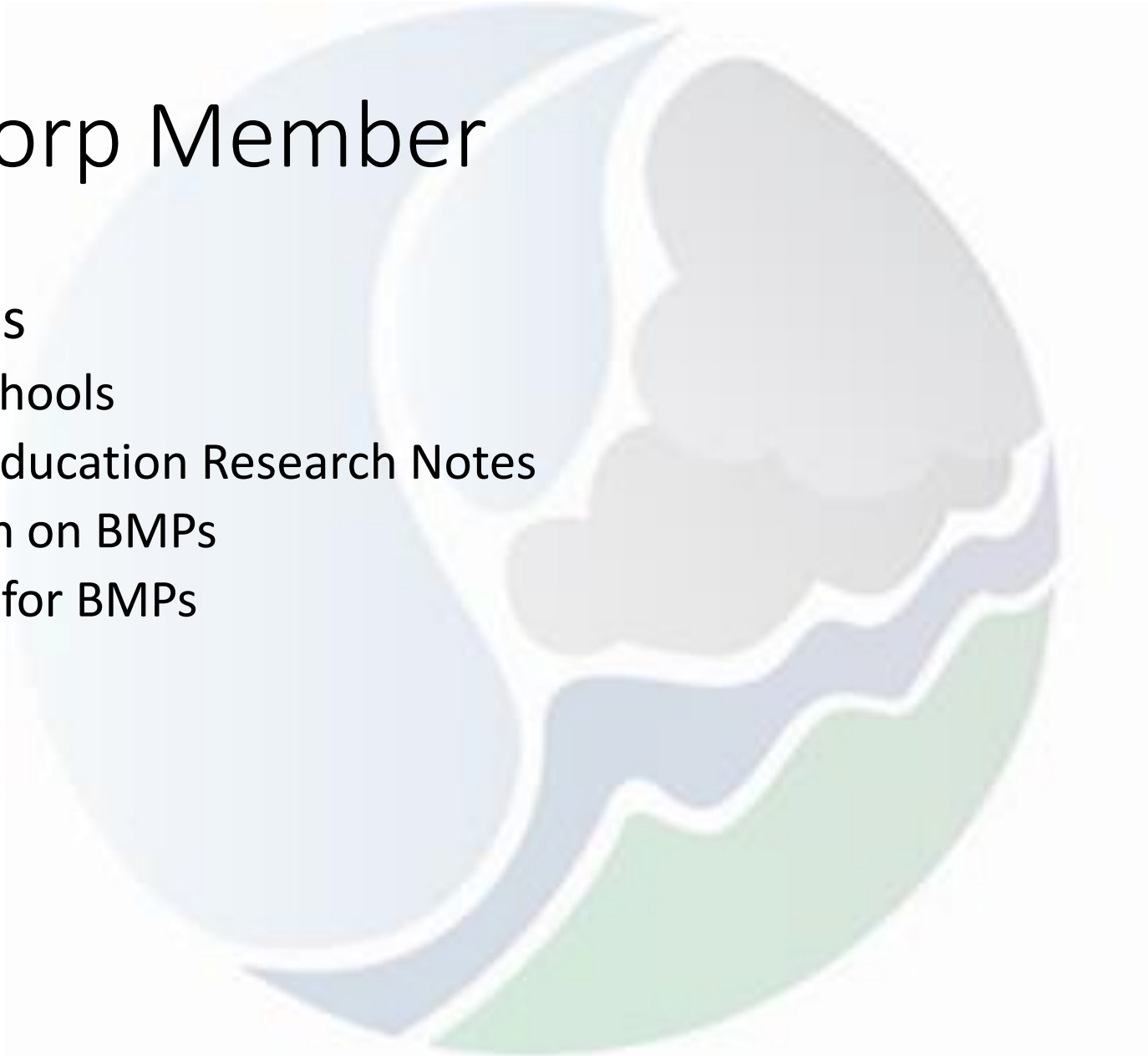


# Training Committee Report

- February 26<sup>th</sup> Elected Officials Stormwater Workshop Success
  - 66 in attendance
    - Elected Officials: 31
    - RSPC members representatives: 21
    - State Officials: 1 – NC House, 1 – NC Senator, 1- NCDEQ (Speaker), 1- NCDA (Speaker)
    - Consultants: 4 (3 with Rising Solutions, PLLC and Speaker from Tetra Tech)
    - Academia: 2 Speaker (Dr. Patterson and Speaker from UNC)
    - Neighborhood Presidents from WRRI-SWC Grants: 2
    - Non-member municipal stormwater representative: 2
    - Non-member municipality included: Lincoln County, Gaston County, and Village of Wesley Chapel
- Tech Talks – October: Post-construction controls compliance training

# AmeriCorp Member

- Documents
  - Title I Schools
  - School Education Research Notes
  - Research on BMPs
  - Themes for BMPs
- Modules



# AmeriCorp Member Report-Action Items

## Research on BMPs and Themes for BMPs

### Prioritize industry BMPs

- **Breweries**
  - **Cleaning Operations:**
    - Carpet Cleaning
    - Pool Cleaning
    - Mobile Cleaning Businesses
    - Animal Grooming
    - Pressure Washing and Surface Cleaning:
  - **Commercial Property Management**
    - General Property Management (commercial, retail, industry)
    - Residential Property Management (e.g. apartments)
    - Universities
  - **Construction Industry**
    - Erosion and Sediment Control
    - Concrete and Mortar Application
    - General Construction
    - Roadwork and Paving
  - **Food Industry**
    - General
    - Supermarkets and Grocery Stores
  - **Agricultural Run off**
  - **General Citizens Info**
    - Yard Care
    - Pet Waste
    - Home BMPs
    - Car cleaning
  - **Landscape Management**
  - **Municipal**
  - **Painting Industry**
  - **Vehicle Maintenance Operations**
- Title I Schools**  
**Comparison and update of school contacts database. Review to add insights on schools that may need to be added to this list**

# Media Campaign

- Fall Campaign Numbers with WSOC
  - Delivered Total Impressions = 1,967,600
  - Delivered Total Reach for person's 18+ = 32.0%
  - Delivered Frequency = 2.5
  - Delivered Total ads = 65
- Spring Campaign with WCCB
  - Proposal Total Impressions:2,574,550
  - Proposal Total Reach for persons 18+ =34.1%
  - Proposal Frequency =3.3
  - Proposal Total ads= 295 (GREAT bonus schedule) and in studio interview.
- Delivered in April
- Proposal for FY21 (Document from the Agency)

# Media Campaign

- Spring Campaign with WCCB
  - Proposal Total Impressions: 2,574,550 (including bonus)
  - Proposal Total Reach for persons 18+ = 34.1%
  - Proposal Frequency = 3.3
  - Proposal Total ads = 295 (GREAT bonus schedule) and in studio interview.
- The April 2020 Portion of WCCB Spring campaign delivered at 142% so far, not even factoring in the Antenna TV Bonus, news elements, any digital or the social media support:
  - Imp ordered: 1,287,275
  - Imp delivered: 1,869,400 (WCCB & MeTV)
  - Carolina InSight aired April 14, 2020 (this is something they owed us from FY19)
- Action Item: In Studio Interview for Spring Campaign
- Proposal for FY21 (Document from the Agency)



# Media Campaign

- Facebook (show the page)
  - Action Item: Municipality Spotlights (1 per month)
    - June \_\_\_\_\_
    - July \_\_\_\_\_
    - August \_\_\_\_\_
  - Freshwater Fridays (2 per month)
  - Sunday Best Practices for Stormwater (1 per month)
  - Action Item: Who is the contact for social media and events for your municipality, so we can share your events and work with them to share our activity on facebook
  - Action Item: Ads with last two weeks of Spring Campaign (start small with \$100 will get \$200 in credits)

# Website

- Coordinating to add repository capabilities
  - Can already hold 100+ pdfs without slowing
  - Videos will need to be hosted on separate site with Vimeo as our recommendation
- Optimizing Interface
- Coordinating to increase automation
  - Send updates
    - Upcoming events
    - New content is such as trainings available

# Environmental Enhancement Grants

- NC Department of Justice
- RSPC Letter of Intent for one in each funding category
  - Environmental Education with K-12 and Colleges across Central North Carolina through Stormwater Outreach and Engagement
  - Stormwater Training Workshops Across Central North Carolina to Enhance Understanding of Water Quality Impacts - Professionals, Elected Official, Educators, and Citizens

# EEG--Environmental Education with K-12 and Colleges across Central North Carolina through Stormwater Outreach and Engagement

- Requested Funding: ~\$120, 000 total (\$40,000 per year for 3 years)
  - personnel hours, supplies, mileage, educational signage and workshop resources.
- Enhancement of the impact of education and outreach to improve water quality
- Goals
  - hands on learning of K-12 students experiences which can bring positive impacts to generations within the family,
  - community college students with laboratory experiences training to potentially become professionals within environmental fields.
  - Stormwater Training Workshops Across Central North Carolina to Enhance Understanding of Water Quality Impacts—Professionals, Elected Officials, Educators, and Citizens

# EEG-- Stormwater Training Workshops Across Central North Carolina to Enhance Understanding of Water Quality Impacts - Professionals, Elected Official, Educators, and Citizens

- Requested Funding: ~\$47,000
- Enhancement of the impact of trainings on implementation of stormwater BMPs, citizen engagement, and strategies for improving and protecting water quality as well as the elected officials workshop
- Goals
  - Increasing participants,
  - Provide additional workshops in a variety of municipal areas,
  - Live streaming for increased
  - Record to provide training within an individual's timeframe.

# WRRI-SWC Grant : Empowering underrepresented citizens of Charlotte-Mecklenburg with a voice and role in municipal stormwater

- **Accomplishments:**

- NC AmeriCorps Member hired: Daisha Williams
- Stream Cleanup Event on March 14<sup>th</sup>
- Announcement/Flyer about March 14th event
- Stream Indexing researched and protocols developed
- Neighborhood mapping
- Streams identified

- **Meetings with Community Leaders (Presidents):**

- Elected Officials Workshop on Feb 26th
  - Northwood Estates Homeowners Meeting - attendees and presentation/handout
  - Connecting with others - Mecklenburg Soil and Water Conservation District, Nancy Carter and Leslie Vanden Herik, for tree seedlings for neighborhoods. Seeking ways to make benefits for the communities with offering 20 free seedlings to each neighborhood.
- Communications and finalization of site plans with community leaders
- Participation events planned for Fall 2020 in stream clean up and storm drain monitoring

- **Database Development**

- 311 calls database and report
- Creating database of citizens
  - JCSU contacts

- **Creating Educational and Outreach Modules**

- Identification of Schools and Contacts

- **Creating Website and Social Media**

- Engaging with citizens with website
- Facebook educational outreach
- Creating educational modules for teachers/students/families/communities
- Investigating formats and software to engage with citizens for surveys, focus groups, and participation events.

- **Strategy adjustments to align with unprecedented times and within citizen norm**

- Surveys/ Focus Groups
  - Drafting survey questions
  - Development of online media venues
  - New times provides new opportunities
- Stream Indexing
- Education Opportunities

# Meeting Summary

- Action Items
- Votes



# Adjourn

- Quarterly Meetings from 12-2:30
  - August 26, 2020: China Grove Town Hall
  - November 4, 2020: Mooresville, NC

