

BASWG Meeting Minutes

January 12, 2017

9:00 am – 11:00 am

Council Chambers, Old Town City Hall, Old Town, Maine

Attendees: Belle Ryder, Patrick Decker, Doug Hill, John Rouleau, Kathy Hoppe, Tracy Drew, Brian Bernosky, Brad Chesson, Keith Fowler, Chris Reardon, John Pond, Andrea Dickinson, Phil Ruck, Karen Cullen, Rich May, and Shelby Hartin. Facilitator: Brenda Zollitsch.

Welcome

Belle welcomed everyone to BASWG's Annual Meeting. The group did round-robin introductions.

Preparation for Intercluster Planning Session on MS4 Permit Renewal

The four clusters have agreed to meet at the Maine Municipal Association building in Augusta to discuss the various priorities of the clusters and to determine areas of agreement to promote to DEP during the permit development process. The meeting will take place January 30th.

At the February BASWG meeting, the group should review a redline document, incorporating the BASWG's recommendations for changes in language into the old permit document. The DEP is requesting this redline document from each cluster on February 26th.

Engaging Co-Sponsors for Snow and Ice Control Voluntary Certification

Science Festival Update

- BASWG members reached consensus agreement to change the major event for the year from the Bangor Garden Show to the Maine Science Festival. The Science Festival will be focused on creating activities that draw in kids and their adults to outreach activities at the BASWG booth.
- BASWG will have a booth on Saturday, March 18th. The booth will be a one day event for the group.
- John R. suggested the development of an outreach activity using stormwater pipes, with kids crawling through the model pipes. The group thought this was a good idea. John will explore creating the activity. This activity could be used at the Children's Water Festival and other events as well.
- Belle R. shared that UMaine has a 3-D printer run by John Roy. The group would like to know the cost and timing of using the printer to create a display. Belle will follow-up with him. Jeanne McRae is another possible contact from the UMaine Engineering Department who works with kids. Rich M. will follow-up with her.
- Belle R. will call an E&O Committee meeting to work on coordination of these activities.

Social Media Report

Shelby H. provided an update on social media analytics. There are two kinds of reach: Organic and Paid. With organic reach, BASWG has been reaching hundreds of people, but with paid Facebook “boosts” the group’s posts have been reaching ~1,200 people instead. The cost per boost is \$20. Currently Pulse is boosting a post once a week. These boosts tend to focus on posts that include a video, photo or links that would be interesting to users. Women comprise 61% of the BASWG’s facebook audience and 48% men. The BASWG’s target audience is well represented with the 25-25 age group being the largest demographic of users. Pulse will be able to use a new Facebook Insights tool next month. Pulse has reactivated the BASWG Twitter account. Views on Twitter went from 601 total in November to 1,400 in December. Link clicks increased and the group’s retweet count went from 0-20 retweets. Shelby has also established a new Instagram account for the BASWG.

E&O Committee Meeting Planned

Belle R. will call a meeting of the E&O Committee. Participants will include Scott W., Tracy D., Kyle S., Belle R., Rich M. and Karen C. Brenda Z. will call in by phone. The meeting will be held on January ___ at the Orono Town Office.

Stormwater Animated Video Script

Belle R. presented the idea of developing an animated video based on the suggestions from the SMART students. The video would include a bus that picks up water droplets and pollutants and takes them to the river. Stormwater pollution, flow and solution messages would be integrated into the video. The video would be played at the Science Festival. The cost of the video creation by pulse would be \$____. The group made the consensus decision to move forward with the development of an animated video. Funding will be allocated from a combination of the Davis Conservation Foundation Grant and the BASWG Reserve Fund. The final script will be approved by the E&O Committee.

Focus Group Planning

Review of SEE Contract for Support Services

Phil R. presented a review of the contract for E&O Services for the remainder of the permit cycle (PY5). He explained the \$50 increase and small changes in task allocation. After discussion, Rich M. made the motion to approve the contract as presented. John R. seconded the motion. The motion was passed unanimously.

Organizational Business

BASWG Bylaws Update

The BASWG bylaws need to be updated and amended to include the option for electronic voting from designated parties. This will address, in part, the issue of consultants voting on contracts. Belle R. will call a meeting of the Executive Board and present the proposed changes at the February BASWG Annual Meeting.

Approval of December Meeting Minutes

The minutes were presented and reviewed by the group. A few small edits were noted. Tracy D. made a motion to accept the amended minutes. Brian B. seconded the motion. The motion was approved by a unanimous vote.

Audio Recording of BASWG Meetings

The BASWG plans to record meetings to assist in the meeting record. Abridged minutes will be taken by Brenda Z. Both will be posted on the BASWG website.

Proposed PY5 Budget Planning and Discussion

The BASWG Budget options agreed upon at the December meeting were presented in an excel spreadsheet to the group (attached). The budget options included a reduced budget, a budget similar to the current year (less the media buy allocation), and a budget that represents the status quo. At the December meeting, Milford's town manager led the request to develop a middle of the road option.

Before making a decision about which option to include, the group discussed the reserve fund. The fund is currently at _____. The group wants to hold a reserve fund. Standard nonprofit practice is to have a reserve that can cover a large portion of one year of funding to support the organization. The group agreed that they would like to see an additional spending plan that shows how BASWG will provide annual fee reductions if the reserve limit is met.

The group wants to be able to spend down part of the reserve on E&O development and other one-time expenditures. The group agreed that the Executive Committee will meet in the next several months to develop a spending plan and cap for the reserve fund. The group voted to approve a \$36k budget, including a small increase in the E&O Budget.

Next Meetings

- The next meeting will be held on February 8, 2017 from 9:00 am – 11:00 am at Old Town City Hall. The meeting will be the formal Annual Meeting of the BASWG, which happens annually in February. Elections will take place at the February meeting.
- Representatives from the BASWG will participate in a multi-cluster permit discussion meeting at the Maine Municipal Association Building in Augusta on January 30th.