

**Bangor Area Stormwater Group**  
February 8, 2018 Meeting Minutes  
Location: Orono Town Office, Orono, Maine  
9:00 am – 11:00 am

**Attendees:** Karen Cullen, Andrea Dickinson, Rich May, Jeff Zahniser, Daniel Warner, Chris Cronin, Cara Belanger, Jana Richards, Belle Ryder, Tracy Drew, Shelby Hartin, John Rouleau, Rhonda Poirier.  
Facilitator: Brenda Zollitsch.

**Welcome and Introductions**

John R. welcomed everyone and asked for round-robin introductions.

**Annual Meeting of the Organization**

**Annual Meeting Year-in-Review Presentation**

Brenda Z. presented a PPoint presentation of BASWG's Year-in-Review for the annual meeting, outlining the key projects and compliance work that the BASWG has completed since last February's annual meeting, as well as a look at new and continued activities the BASWG will be undertaking in the coming year. PPoint will be made available for review on the BASWG.org website.

**Annual Report of the Treasurer**

Belle R. presented a budget update to the group. She has been working to develop new reporting forms, which will continue to evolve in the coming months to better allow month-to-month tracking of expenditures for different activities. Belle presented both the June 2016-June 2017 profit and loss statement. The BASWG collected income from member assessments, donations to the regional stream cleanup, grants from the Davis Conservation Foundation and the John Sage Foundation. Income totaled \$47,990 for the year. Expenses totaled \$42,072, with expenses covering education and outreach, financial and audit preparation, grant project expenditures, regional coordination and grant writing expenses, participation in collaborative statewide chloride reduction efforts, and website hosting/domain name fees. The net income for the BASWG at the end of June 2017 was \$5,917. Some expenses still needed to be paid after June 30, 2017 with the funds allocated for PY4. Belle also shared a general ledger document which provided detail about the specific expenditures paid by BASWG from July 1, 2017 to February 8, 2018. In the future, monthly statements will be shared at each BASWG meeting by Belle.

**Executive Committee Election**

The BASWG held its annual Executive Committee election during the Annual Meeting. During this election, the following executive committee members were elected by unanimous vote:

- Chair – Joh Rouleau – City of Old Town (completing second year of term)

- Vice Chair – Rich May – City of Bangor (voted in for two-year term – after having served as interim since Brian resigned from the BASWG)
- Second Vice Chair – Scott Wilkerson – University of Maine (one year extension)
- Secretary – Karen Cullen – Town of Hampden (voted in for two year term)
- Treasurer – Belle Ryder – Town of Orono (voted in for two year term)

Leaving executive committee positions are Patrick Decker (UMABC) who served as treasurer for many years and Belle Ryder is transitioning from serving as secretary to serving as treasurer.

### **Education and Outreach Planning**

#### **Regional Behavior Change Survey**

The BASWG is working with Pulse Marketing to revise and solicit participation in a survey designed to evaluate the impact of the BASWG’s regional behavior change activities and strengthen the number of responses to outreach questions that were asked in the statewide survey. Shelby H. (Pulse) will work with Brenda Z., Belle R. and Karen C. to modify existing survey tools to capture the necessary data.

#### **Bus Wrap**

Shelby H. presented a new draft design for the BAT bus. The wrap will be placed on the rear of the bus (top to bottom). The new design replaces an initial design that was too complicated to convey the essential message in the short time viewers would have to look at the image. The new design focuses on what goes into a stormdrain ends up in local waters untreated. The group provided numerous ideas on potential revisions to the design to make it connect with other images created for the BASWG already. The bus wrap will be put on the bus in May. The wrap will need to be ready by April 1<sup>st</sup>. Shelby will be sharing a slightly revised design incorporating the new feedback at the March meeting. Additionally, there is an opportunity to put smaller signs inside the busses (a free service for nonprofits). Rhonda P. stated that the DOT might be able to fund the printing of the internal bus signs. Shelby will research the costs for these additional signs.

#### **Whiteboard Outreach Video**

Shelby H. presented the general plans for the whiteboard video. She presented the text for the video (186 words; less than 1.5 minutes in length). The group provided input on changes to wording (e.g. pavement and hard surfaces instead of impervious surfaces) and suggested key messages about “what to do about it.” The group also emphasized that the whiteboard should mimic other messaging that arose from the focus groups, including language around entering waterways “untreated.” Shelby will bring a new version of the whiteboard video to the March BASWG meeting.

#### **Chloride Banner/Salt Display**

The BASWG will be focusing on messaging around chloride reduction at the Maine Science Festival this year. The group was required by the Science Festival to provide a new focus and activity in order to qualify to participate. The new display design was shared by Shelby. The group provided input on the

materials and decided to look at potential alternative display formats. Shelby will coordinate with the E&O committee to finalize the design and purchase the display prior to the Maine Science Festival event.

### **Chloride Activity for the Maine Science Festival**

The BASWG will be focusing on chloride pollution at the Maine Science Festival. The activity that will be conducted by BASWG members will show how different concentrations of salt lead to different outcomes and that more salt is not better after reaching an optimal level. Belle R. and Jana R. led the activity, which provides opportunities for volunteers to create ice cream in different bags that contain ice and varying (measured) amounts of salt. The MEANG staff volunteered to demo the activity. A few adjustments will be made based on the demo experience, but the session should be engaging and informative for the participants and those observing it. The activity ties in with the new banner/display materials. Last year's display elements, the video game on tablets and the climb through stormwater pipe activity will also be available onsite for attendees to interact with. Costs for the supplies are already covered in the approved E&O budget.

### **Financial Approval for E&O Expenditures**

The BASWG approved \$800 to purchase the poster display. The motion was made by Belle and seconded by Tracy. The motion passed unanimously.

### **Contract for BASWG Outreach in New Permit Year 1**

Without having new plans in place for PY1 with the new permit not yet approved and the deadline for submitting a new plan more than one year away, the BASWG voted to extend Pulse Marketing's contract by 12 months. The BASWG Executive Committee will work with E&O Committee to develop a contract extension, including a budget and scope of work. The contract extension will need to be in place by July 1, 2018. The motion was made by Karen C. and seconded by Belle R. The motion passed unanimously. The BASWG will work with SEE to discuss an extension for their additional elements as well, but could not do so at the meeting without Phil R. present.

### **Meeting Minutes**

In lieu of the BASWG's regular regional meeting, the BASWG met in Augusta in January to join the DEP Stakeholder meeting on the new MS4 permit. The BASWG members met briefly after the meeting, but not formal meeting or minutes were held. The BASWG expects to receive minutes from the DEP, to which Brenda will add notes.

### **Follow-up on DEP MS4 Permit Stakeholder Meeting in January**

At the Augusta DEP Stakeholder Meeting, there were a number of sticking points raised by CBEP and CLF. They would like to see wet weather monitoring requirements in the permit, the inclusion of language that the group does not want around TMDLs, and are interested in adding requirements for

vulnerability assessments in watersheds that do not have TMDLs or watershed plans. These are not welcome changes to MS4s, who plan to push back on these issues.

Additionally, Gregg Wood (Maine DEP permit writer) shared information about the two-step process, including that the MS4 chooses which elements will be the focus of regulatory enforcement. The process of identifying these areas of focus will be a six-month negotiation between DEP and the MS4.

The meeting also included discussion about what MS4s wanted as backup from the DEP Land Bureau around construction violations. MS4s argue that they need more backup. When the discussion turned to who should be the first line of enforcement, DEP stated that if the current arrangement was not satisfactory, the municipality would need to assume that role.

The DEP will release a 4<sup>th</sup> draft permit in the coming weeks. The BASWG will determine at the March meeting if it will submit comments on behalf of the group.

### **Next Meetings**

The next BASWG meeting will take place on March 8<sup>th</sup> at the Old Town City Hall second floor council chambers. The meeting agenda will include review of revised whiteboard scenes, stream clean-up and stenciling plans, Maine Science Festival planning, surveys and new permit language.