**Bangor Area Stormwater Group**

February 11, 2021 Meeting Minutes

Remote Meeting Via Zoom

9:00 am – 11:00 am

**Attendees:** Belle Ryder, Rich May, Cara Belanger, Andrea Dickinson, Kerem Gungor, George Hanson, Paula Scott, John McClean, Camden Amaroso, Mark Leonard, Sarah King, Kyle Drexler, Rhona Poirier, Travis Jones, Amanda Millay, and Ali Clift (ISWG). Facilitator: Brenda Zollitsch.

**Welcome**

Rich M. welcomed everyone to the meeting.

**BASWG Year in Review 2020**

Brenda Z. presented BASWG’s annual year in review for the BASWG (PPT attached). The presentation covered the purpose and membership of the BASWG, What BASWG does, continuation of the permit into PY7, information about ensuring compliance for BMP 1A Public Awareness and BMP1A. Targeted BMP adoption. The presentation overed social media efforts, changes in outreach and behavior change due to safety restrictions around the Covid-19 pandemic. The BASWG’s winter outreach initiative was shared, including the campaign’s reach (106,685 impressions, 761 clicks and 0.71% clickthrough rate). The BASWG continues to use its outreach materials, including its increasingly recognized emoji characters. The BASWG is launching a second display ad on PPE. The reach has been 348,268 impressions and 444 clicks. The BASWG website had 300 new users this year.

The BASWG is host to many regional permit and compliance related discussions on other MCMs not in the BASWG SWMP, the group participated in stakeholder outreach discussions on the new permit, engaged DEP in ongoing regional discussion, jointly reviewed additional draft permit documents, and submitted comments as appropriate. The new 2022-2027 plan is currently in draft form, covering MSM 1 and 2 only. This meeting included discussion and voting on draft language. The BASWG’s annual budget was shared ($38,000) which has been flat funding for the last 5 years. The BASWG and its budget allocation annually focus is on compliance and meeting minimum requirements, with additional work funded through external sources.

**Future Directions: 2021 and Beyond**

Chris G. explained the differences between Direct, Organic and Social Media sources of engagement with the website. New metrics being tracked include bounce rate, pages per session and A/B testing so that BASWG can learn more about its audience and their connections with the website via onsite behavior and interaction. In the coming year, users will have access to landing page surveys. Pulse will help BASWG compare audience “slices” by characteristics of the target audience. Display ads will also be geotargeted. Pulse will continue to work on growing the stormwater community and join in the nationwide rising tide of stormwater education. The BASWG will be using its PPE display ads in the coming months, which meet the revised, approved changes to the permit requirements (approved by Kathy Hoppe, Maine DEP).

**Maine DEP Permit Appeal Update**

Rhonda P. sent an email to the BASWG sharing that there is still not date for the MS4 permit appeal to be heard by the Board of Environmental Protection.

DECISION: The BASWG will submit a letter regarding the appeal. Rich will check-in with Kristie to let her know that the BASWG will be submitting independent comments but make sure that comments are not counter. A motion was passed to approve the submittal with unanimous support (quorum present).

**BASWG SWMP Draft Presentation and Discussion**

Brenda Z. presented the content of the draft SWMP, which was sent to the membership via email prior to the meeting. The general content was well-received. Pulse recommends a 10% measure for improvements in reach for the SWMP. The group decided that additional work needed to be conducted by the subworkgroup to clarify permit commitments around the behavior change audiences, goals and measures.

DECISIONS:

* The BASWG will hold another permit planning call on March 4th from 9-11 am to make decisions on these elements of the plan.
* The goal is to have the final plan ready for submission to DEP on Friday, March 26th in advance of the Wednesday, March 31st deadline. The full membership will have the opportunity to review the revised plan prior to the final ExComm vote.
* The BASWG members voted to approve the draft permit with changes suggested, with final approval required of the Executive Committee prior to submission.

**Training Opportunities**

John Mclean of the NPS Training Center is offering a range of trainings, many online. He has an eight-hour training for contractors and inspectors, including good housekeeping modules. He will have a Chapter 100 training soon. Stream crossing grants are being reviewed currently. A 700-page package is being currently reviewed that includes future grant funds.

**Education and Outreach**

The BASWG will continue to discuss the video storyboard and development via email between now and the April BASWG meeting.

**Organizational Business**

* **Budget Report:** Kyle D. reported that the budget of $38,400 is in the black. To date the BASWG has spent $23k. The balance on the BASWG account is $62,740. There are currently additional unpaid regional coordination and legal fee expenses.
* **Approval of BASWG Minutes:** Tabled until April meeting, as time ran out due to additional permit discussion.
* **Next BASWG Meetings:** The BASWG’s next full membership meeting is on **Thursday, April 8, 2021.** The meeting will be held via Zoom (Orono is providing platform).