**Bangor Area Stormwater Group**

April 14, 2022 Meeting Minutes

Via Zoom

9:00 am – 11:00 am

**Attendees:** Rich May, Brian Bern sky, John Rouleau, Victor Smith, Kyle Drexler, Sarah King, Jodi Munster, Cara Belanger, Brian Coltar, Amanda Millay, Jason Sockbeson, Megan Hess, Belle Ryder, Chris Greene, Rob Howard, Chris Cronin, Mark Leonard. Facilitator: Brenda Zollitsch

**Welcome**

Rich M. welcomed everyone and asked attendees to introduce themselves.

**DEP Updates and New Stormwater Program Manager**

* Holliday Keen is the new stormwater program manager for Maine DEP. She was invited to this meeting and ongoing BAWG meetings by both Brenda and Rich.
* A draft order from Gregg Wood makes the SWMP enforceable (had been non-enforceable). This is a (frustrating) change. The permit has “sticky language” around actions, schedules and milestones.

**Permit Discussion**

* BAWG will jointly help identify BMPs that are directly compliance for the enforceable permit. Following a review requested by Rich M., Cara B. of SEE presented recommendations for BMPs that MS4s might want to make enforceable from the BASWG SWMP. **ACTION**: **Cara is writing up a list of BMPs that are recommended to be those that are enforceable from the BASWG plan.** This approach makes it clear what will be optional (language on these optional items would be non-binding) and makes sure everyone knows what is optional/not.
* Individual MS4s can submit comment letters (comment template has been made available by Brayback). BASWG will consider submitting a letter that says there is a regional plan to follow highlighting specific BMPs for compliance. More conversation is needed, though, as it may be confusing to have comments on this from BOTH the group and the individual MS4s (don’t want confusion or disconnects). **ACTION: Individual MS4s will submit comments. Comments are due next Tuesday.**
* **FOR FUTURE DISCISSION:** In the future BAWG members decided they would like to possibly consider that BASWG create common permit language that is then adopted in each individual MS4 plan, rather than having a separate BASWG SWMP. Other MS4s take this approach to their regional activities.

**Ordinance Development Update**

* Workgroup members are reviewing the white paper. All MS4s will have to include an ordinance in the new permit. The development process has been slow. The white paper precedes the writing of the actual ordinance. BASWG has representatives actively involved in the process.
* A draft ordinance is scheduled to be written by April 29th.

**Education and Outreach**

* **Science Festival:** BASWG station had a significant number of visitors. Event was smaller and slower pace than past years, but this resulted in longer 1:1 time with people. There was higher quality interaction with participants. Good presenter to participant ratio. Participants asked lots of questions, which BASWG folks answered. As it was not a compliance activity, not all MS4s provided volunteers. New model worked well. Kids loved putting the “poop” everywhere on the model. Very enjoyable time. Gave out postcards; kids would say “I know who that character is!” linking their online BASWG video and display ad viewing with the images and BASWG activities at the festival. They also said “I’ve seen this video” and “We watched this in class! This shows that the pre-roll purchases are being seen (good value). Were able to take lots of photos for use by BASWG; including use on social media.
* **Display Ads:** Chris G. gave the group an update. Pulse ran all the display ads in the the first month. Good saturation. People are needing a break from them. Moved from Facebook to Google now. The younger demographic is watching the videos on YouTube. The new ads with video segments are achieving the low thousands of impressions. Pulse is planning to increase the frequency on these. A development is more interest in the education landing pages, with several hundred site visits in recent months to those landing pages. Will be posting the spring-related “in-season” videos now.
* **Social Media.** Amanda M. provided an update on BASWG social media. Cross network performance is maintaining levels, with a slight increase (0.8%). 20k+ impressions. Engagements are stable (but formally down 2%). Interaction with posts through link clicks I up by 240% (86 clicks) – people want to learn. Increasing clicks *may* indicate people are trusting BASWG more as a source of information on these topics. ACTION: Pulse will look into additional ways to measure how BASWG is serving as a trusted source for information. Look at # of pages viewed, time on page and activity pursuing specific pages. Pulse will also see what targeted information can be identified around these activities only in the MS4s geography.
* **Filming New Short Videos:** Chris G. shared a list of possible new filming topics, which he got feedback on from the group. These include: outfall and catch basin (drone), footage from HHW Days (June 11 and Oct), dog waste pickup and spring clean-up activities.
* **Infographic:** Pulse is planning to work on a best practices infographic for deicing and snow removal in support of the new permit work.
* **Cleanups:** Orono (May 21), Hampden (TBD), Old Town (Maine Day participation – May 27); Milford (not sure if they will be holding one), Bangor (completed last fall), Brewer (May 7, rain date May 14), ANG (TBD Mid-May), UM Dorm Clean-up next week; EMCC (Yes, TBD); Veazie is doing a school-focused clean—up with 8th graders, DDIX (unknown). **ACTION: Cara will be ordering new adult t-shirts. Have 350 small sizes only left. Will work with Rich re approval.**

**Trainings:**

* **ACTION:** Phil R. will work with John McLean to plan ESC training for this fall. This will be for code enforcement and public works staff.

**Organizational Business**

* **BASWG Minutes:** Pulse will continue posting meeting agendas and minutes on the webpage. **DECISION: The BASWG voted unanimously to accept the minutes of the February 10, 2022, Meeting with one edit** (Rob Howard affiliation is City of Brewer). **ACTION: Brenda Z. will send revised minutes to Chris G.**

**Next Meetings:**

* BASWG’s next meeting will be an interim meeting of the E&O/Executive Committee. Rich M. will send out meeting information. Brenda Z. will not be available to participate in that meeting (traveling for other work), so Rich M. will lead the meeting.
* The next full meeting of the BASWG membership will be on Thursday, June 9th from 9-11 am. The meeting will provide a hybrid option, including an in-person meeting at the Orono Town Hall and a Zoom link for call-in for those who cannot make it in person.