



BASWG June Meeting  
Thursday, June 13, 2024  
9:00 – 11:00 am  
Rangely Hall, Eastern Maine Community College  
268 Sylvan Road, Bangor, ME  
(Breakfast Provided)  
Or Via Zoom Link:  
<https://maine.zoom.us/j/85170006711>

## MINUTES

### **9:00 am Welcome, Introductions, Agenda Review (Megan)**

Present: Megan Hess (Chair - Orono), Abe Chase (Vice Chair - Eastern Maine Community College), Rob Howard (Secretary - Brewer), Brian Bernosky (Treasurer - University of Maine), Rich May (Bangor), Victor Smith (Hampden), Chris Thurston (Pulse Marketing), Cara Belanger (Stillwater Environmental Engineering, Air Guard and Old Town representation), Andrea Dickinson & Melissa Genote (Haley Ward, Milford representation), Matthew McCarthy (Maine International Guard), and Brenda Zollitsch (Facilitator).

Absent: UMaine Augusta (Bangor Campus), Mark Leonard (Veazie), Cindy Dionne (MDOT Stormwater Manager),

### **9:45 am DEP Updates (Cara)**

There were no DEP representatives that showed up to the BASWG meeting but there are representatives that regularly attend the ISWG meetings, so Cara gave an update from what DEP said at the ISWG meeting. Megan will reach out to DEP to invite them to the meeting again, sending out a google calendar invite before the meeting to remind everyone and get it on the calendar.

Cara reported information from the ISWG meeting that Holliday said there will not be any annual report comments. They will be providing only annual report comments every 5 years via desk audits. There will not be an annual report template again this year (use the format we used to report this past permit year). Everyone will get a field audit during the 5 year permit cycle.

Greg update on LID standards and Kerem & Cody on chapter 500 steering committee update. Phil Ruck will be at the technical committee. There is no currently scheduled Steering Committee meeting. Brenda and Phil will attend the next scheduled one.



## **10:00 am Education and Outreach**

**Sage Foundation grant submitted (Brenda)** - Megan and Brenda submitted the grant application for roughly \$9,000 that will design and purchase 90 outfall signs for BASWG municipalities. We are waiting to hear back about whether or not the funds were awarded. If awarded, BASWG will need to work with Pulse to design the outfall signs, work with MS4s to identify locations for their placement, order the signs (including specific outfall sign numbers), develop a landing page for the QR code, and provide outreach to encourage people to engage with the signs and landing page.

**Street and Stream Clean Up Events (Cara)** - Cara gave an update on the municipality's street and stream clean up. Notes were given to Brenda for the annual report.

**Alternative Public Event Requirement (MCM 2) (Megan)** - The BASWG coordinated an alternative public event since we chose not to participate in the Science Festival due to weather event. Instead, BASWG will hold a Maine Discovery Museum Event on June 25th 10 am - 1pm. Megan, Victor, and Cara will be there in the morning from 9:30 - 11:30AM and Rich, Andrea, and Chris have signed up for the later shift starting at 11:30AM - 1PM. We will need to bring a photo release form. MDM is doing a stormwater drain art contest this month in partnership with our stormwater exhibit and National River Month.

**Pulse Marketing Update (Chris)** - Chris gave a yearly update on our online social media and marketing. The presentation has been uploaded on the google doc. Largest engagement has been with the resources page, but it is the most linked site to social media posts. Based on Social, Facebook is the largest driver in most of the metrics and has an increase in all metrics. Resource posts and event posts receive the most engagement. Facebook reels are very effective with the younger audiences. Paid video ads were being played nearly 98% of the way through. Please send social media content to Chris for posts. We discussed options for increasing engagement with Chris. He shared a few ideas, including that Google for nonprofits allows for \$10,000 for free a month for ads. We have asked Chris to provide a pros and cons list of social marketing options for the next meeting.

## **10:45 am PY Compliance Check and Regional IDDE Sharing Session**

Infiltration issues stories were shared during our annual IDDE sharing session. Additionally, there was discussion around the amount of work it takes to determine where an illicit discharge is coming in. Sometimes it feels like if the levels are high, it will be easy to see a direct line, but that is typically not the case. It is very expensive to line a pipe.

Megan updated the contact list for each municipality, this should also be added to the email group.



**11:15 am Organizational Business**

Approval of Minutes (Rob) - Victor motioned to approve the minutes as amended, Brian seconded. All in favor. Megan requested that these minutes be linked to the email when the Agenda is sent out and that a google calendar invite be sent out as well.

Megan will send minutes to Chris to upload on website. There needs to be a standing email list for BASWG members on the Google Drive. Members need to be updated online

ExComm and Facilitator Position Descriptions (Megan) - NA (No changes needed at this time)

Budget Report (Brian) - We will make an updated contact list and send out an email so everyone talks to their finance department to make sure that yearly dues are being made out to the correct person.

**11:00 am Adjournment**

**Next meeting:**

August 8, 2024 @ Eastern Maine Community College (Breakfast Provided!)