



SOUTHEAST WATERSHED ALLIANCE

BOARD OF DIRECTORS

MINUTES - Meeting No. 64

100 International Drive, Suite 360, Portsmouth, NH 03801

June 8, 2016

MEMBERS PRESENT – Bill Arcieri, Dave Cedarholm, Candace Dolan, Shelley Frost, Brian Goetz, Dean Peschel, George Rief, Dick Snow, Michael Trainque, Bill Hounsell (by telephone).

GUESTS PRESENT – Anneliese Brosch (Stout Heart – marketing firm), Jill Farrell (PREP) and Dolores Leonard (Brosch [listening and supporting end user feedback] working with PREP & Great Bay 2020 - GB2020), Lisa Graichen (Great Bay National Estuarine Reserve [GBNER] and GB2020)

1. CALL TO ORDER/INTRODUCTIONS Called to Order 3:11 p.m.
2. APPROVE MEETING MINUTES Dick snow motioned to accept with amendments. Dean Peschel seconded. Motion passes Yes 7 to No 0. Dave Cedarholm and Bill Arcieri abstain.
3. COMMITTEE REPORTS - Tabled
4. GRANTS MANAGEMENT – STATUS AND PROJECTS
 - 4.1. NH Charitable Express grant application denied.
5. NEW BUSINESS
 - 5.1. Introduction to Great Bay 2020 by Lisa Graichen.

GBNERR, DES, PREP, and the Nature Conservancy got together to coordinate and amplify impact of individual organizations. SWA may want to join GB2020 to accomplish GB2020 goals. GB2020 goals include clean water, accessible lands for recreation and education, habitat for fish and wildlife, climate resilience, and engaged communities.

GB2020 is developing a set of specific goals and strategies, not all-encompassing, but a first effort at an iterative process. GB2020 sees itself as an umbrella organization to coordinate individual organizations' actions.

Goal 1 Building a culture of environmental stewardship

Goal 2 Collaborate to reduce pollution (current emphasis)

Goal 3 Connect action to results through collaborative science

Goal 4 Protect and restore critical lands and habitats.

GB2020 met two weeks ago with NROC about pollution control.

SWA comment: the next SWA Quarterly meeting is an opportunity for collaboration.

See GB2020 webinar <http://prepestuararies.org/initiatives/>

Jill Farrell – PREP actions/tasks relative to GB2020 Goal 1:

Branding and marketing campaign for clean water. The various efforts to date in the watershed were conducted by the innovators, who represent about 10% of the market. PREP is working with Stout Heart, ROCa communications, and Tidewatch (Tidewatch is providing pro bono oversight for effective communication). PREP's goals to create a brand include the following:

- 1. Strategic communications & marketing plan including persona development*
- 2. Naming, brand logo, brand tagline & guidelines*
- 3. Multifaceted/interactive website with municipal tools/resources section*
- 4. Two high quality videos to launch brand,*

SWA could help by informing PREP about the messages that aren't reaching folks, SWA's vision for a brand being picked up in member towns... what it would need to reflect? What would SWA like the brand developers to keep in mind?

Does SWA think that PREP should create more opportunities for SWA to have input this month? Yes. Does SWA want to be kept updated on progress? Yes.

Responses to SWA questions:

The materials will be very modular, so some communities that wish to will be able to treat an issue differently than brand is treating it, so communities can opt out of certain materials and use others offered.

These efforts are funded privately by the NH Charitable Foundation. Seed funding is expected to come from private owners and community financial buy-in,. For community buy-in, PREP must provide tools that will gain interest from other communities, and get recipients to talk up the tools.

Brand building will be working with a different group than the early adopters. Exeter voters (70%) who voted for the WWTP would be a target audience.

Impact will be measured in several ways, e.g., Google analytics...door hangers, tool kit (how many communities downloading and using compared to total communities; for events, partners writing blog posts – participation in blog posts; participation in beach cleanups.

Surveys might also be useful. Once a website audience is generated, then you can start advertising on the site – partners who pay to post a monthly blogpost linking to whatever sites you want. Think

about growing revenue once you have the brand built. Partners could be businesses, individual persons.

Where will GB2020 live? Who is responsible for continuing it over 25 to 30 years. Lisa Graichen, says it's her position...have a steering committee of the five organizations, trying to get funding, serving as the owner right now. She is working with Steering Committee to identify its ownership and location.

GB2020's brand name is still being researched, everything won't funnel through GB2020. Intention is to serve as a resource for messaging its work and identify opportunities to collaborate with other organizations. Great Bay doesn't have shared geographic ownership. Tools may include lighthearted videos.

GB2020 going to SSC meeting next week.

SWA idea : "Entering Great Bay Watershed" signs?

5.2. Draft RFP – SW Management Plan Template would prepare an RFP that the SSC would enact, and choose winners of. SWA towns would form their own selection committee, and would be quite removed from SWA.

5.3. PTAPP T00. Two high quality videos to launch brand.

5.4. Housekeeping

5.5. Next SWA Quarterly Meeting (Location to be announced. Date is still tentatively the 29th)

5.6. Next BOD Meeting Date (July/Aug 2016). Will meet on June 29th. So meet on July 13th. Rob posted BoD and Quarterly meetings. S. Frost make sure that quarterly meetings are posted.

5.7. Other New Business

6. OLD/ONGOING BUSINESS

6.1. Seacoast SW Coalition – Intermunicipal Agreement

Two members attended last month's SSC, where discussion about SWA being a financial agent for issuance of an RFQ for hiring of consultant to be hired for creation of a Stormwater Management Plan template for use by municipalities. 10 to 12 communities expressed willingness to contribute \$2K toward the effort. It's a great way to get SWA on the map and involved. We look at this as money put on the table that addresses SWA's significant lack of resources...our \$5,000 grant application for surveying of SWA communities of greatest needs, application was denied, so there's an opportunity to use this sort of activity to be actively engaged with communities, not just communities under Administrative Orders or MS4 requirements.

Dick Snow passed around a synopsis around about our purpose (stated as creating WWTPs). By Sept. have an RFP. Shouldn't need a Intermunicipal Agreement, can just send a letter of commitment to the interested towns. It's the Town's letter of interest. Having one sent by SWA would make it easier on the towns.

George Rief motioned to have Mike Trainque draft a letter of commitment to bring to the communities of the SSC for SWA to serve as fiscal agent and facilitator for the MS4 Compliance Collaborative Project. Candace Dolan seconded. Motion passed 7 in favor 2 opposed.

6.2. Strategic Plan

6.3. Current Grant Opportunities

NH charitable foundation rejected grant application because of GB2020, and thought that GB2020 would ID the needs, such as research, that we would respond to, so PREP's done a great job of identifying tasks needed to be done...so to SWA Model Stormwater Regulations

6.4. Coordination w/ PREP

6.5. SWA Advisory Committee

6.6. Web Site

6.7. Next SWA Symposium

6.8. SWA Model SW Regs Outreach

6.9. Other

7. PUBLIC COMMENT

8. ADJOURNMENT Dave Cedarholm moves to adjourn, Brian Goetz seconded. Passed 7-0.