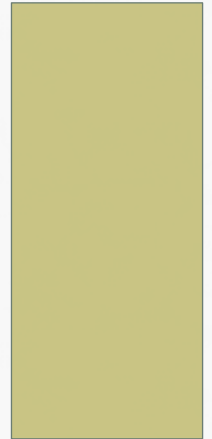


MOBILE BAY NATIONAL ESTUARY  
PROGRAM  
BUSINESS RESOURCES COMMITTEE MEETING

MARCH 10TH, 2016

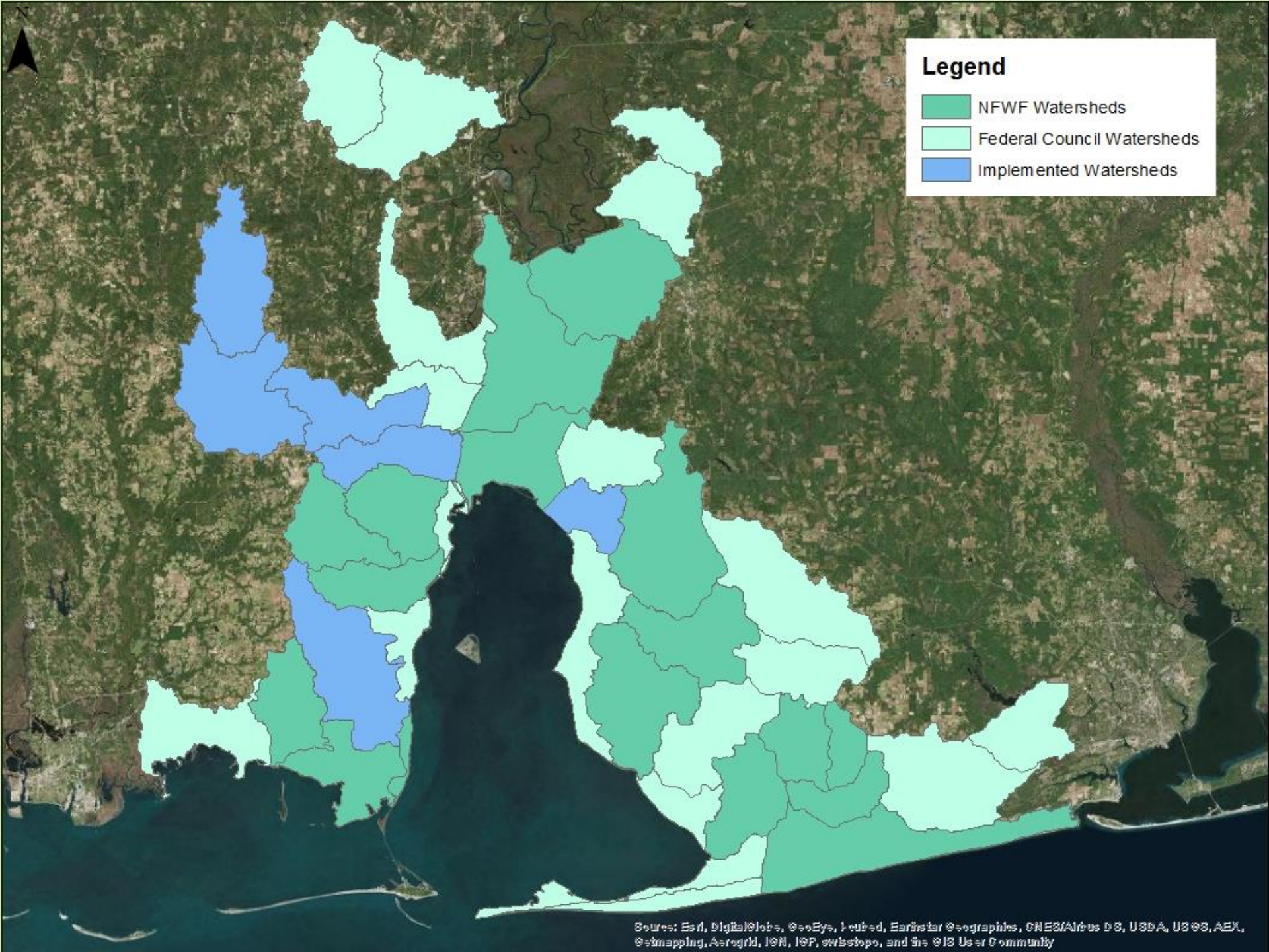


# BUSINESS RESOURCES COMMITTEE

## MOBILE BAY NATIONAL ESTUARY PROGRAM

### AGENDA:

- Welcome and Introductions
- Approve Minutes 9-16-2015
- Update on MBNEP Watershed Management Plans
- Old Business:
  - NPDES permits in Three Mile Creek- Who's going above and beyond.
- New Business:
  - Create a Clean Water Future- New website, billboards/signs. Partnership with Mobile County.
  - Businesses identified as potential CCWF partners- Who else? Who do you know? Steps forward- the ask.
  - Building Baldwin County representation in BRC.
- Next Meeting- ?



**Legend**

- NFWF Watersheds
- Federal Council Watersheds
- Implemented Watersheds



# Three Mile Creek Watershed

# CREATE A CLEAN WATER FUTURE





### Become a Clean Water Creator

Email



Play the Create a Clean Water Future Video

**Challenge:** Follow simple steps that help keep pollutants out of our waterways so we can enjoy them for generations

#### Children

##### Put Trash in The Bin

(5 Points)

Plastic wrappers and other trash easily get carried away by the wind and washed down storm drains into the streams and then the bay.

[Learn More](#) [Commit](#)



[VIEW MORE TIPS](#)



#### Teens

##### Join a Community Trash Pickup

(5 points)

A few hours of your time can make a big difference in removing the litter that lines our streets and waterways.

[Learn More](#) [Commit](#)



[VIEW MORE TIPS](#)



#### College

##### Use Reusable Water bottle

(5 Points)

[Learn More](#) [Commit](#)



[VIEW MORE TIPS](#)



#### Adults

##### Wash Car at Car Wash



#### Retail Businesses

##### Promote Use of

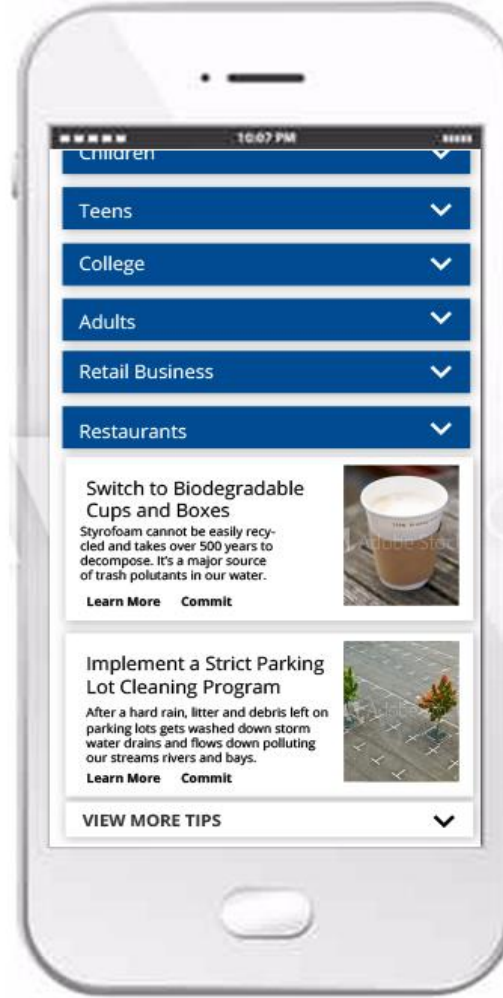
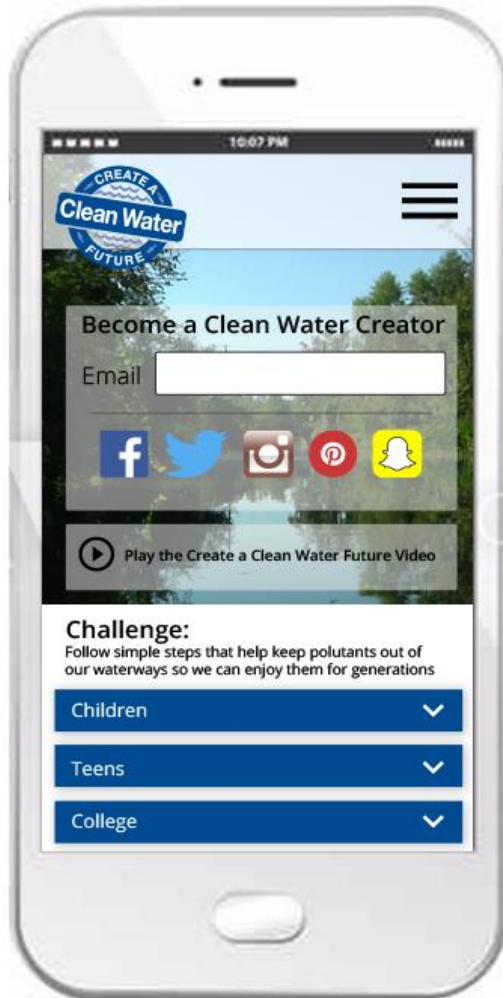


#### Restaurants

##### Switch to Biodegradable



# CCWF PHONE APP



# CCWF BILLBOARD





# CCWF BILLBOARD



**JOIN THE  
movement!**

It's picking up!



[cleanwaterfuture.com](http://cleanwaterfuture.com)



# LEADERS DON'T LITTER CAMPAIGN

- 12 signs in the Fowl River and Bayou La Batre Watersheds promoting CCWF.

# PARTNERSHIP WITH MOBILE COUNTY- MOVIE THEATERS

- Carmike Wynnsong and Hollywood Regal
- Create a Clean Water Future PSAs to run during previews for one year.
- \$29,000 investment by Mobile County
- <http://cleanwaterfuture.com/resources/public-service-announcement-1>

# CCWF MARKETING PLAN

## Target Markets:

- Big Box Retail
- Small Business/Retail
- Business Associations
- Restaurants
- Lodging
- Industry
- Attractions
- Water-related Business

# BIG BOX RETAIL

- Wal-Mart in Foley- Tracey Dickerson
- Bel Air Mall (Rouses Properties)- Melissa Heanuc/Jim Adkins
- New Publix in mid-town – John Argo (developer) Dwaine Stevenes- Office of Sustainability
- Greers- Robert Greer

1). Implement strict parking lot cleaning program.

2). Promote the use of re-useable bags.

3). Identify and employ packaging alternatives- reduce either/both corporate or consumer waste.

# SAMLL BUSINESS/RETAIL

- Folmar & Associates/Curt Wilson- Businesses within strip centers i.e., McCoys's Outdoor.
  - Fairhope Brewing Company
  - Felder Services- Riley Copeland
- 1). Implement aggressive storefront cleaning program.
  - 2). Post signage/promotional CCWF material.
  - 3). Distribute trash bags.

# BUSINESS ASSOCIATIONS

- Organized Alabama Seafood Assoc.
  - Gulf Coast Power Boat Assoc.
  - Mobile and Baldwin Assoc. of Realtors
  - Lodging Association
- 1). Promote CCWF in newsletter.
  - 2). Use CCWF kits/specialty items as door prizes/giveaways.
  - 3). Use MBNEP/BRC speakers to address CCWF at events.

# RESTAURANTS

- Aloha Hospitality- Bob Baumhower
  - LuLu's Restaurant- Gerald Tipton (general manager)
  - Windmill Market- Maggie Lacey
  - Chick Fil A
  - Foosackly's
  - McDonalds
- 1). Implement a strict parking lot cleaning program.
  - 2). Employ use of alternative to Styrofoam and plastic bags.
  - 3). Post signage/promotional CCWF material.



# LODGING

- Grand Hotel- Michael Herzog (food and beverage manager)
  - Battlehouse/RSA
- 1). Implement a strict parking lot cleaning program.
  - 2). Post signage/promotional CCWF material.
  - 3). Distribute trash bags.

# INDUSTRY

- Evonik Industries- Bill Klutz
- Holcim, Inc.- Travis Osborne
- Scotch Gulf Lumber- Phil Witter
- AM/NS Calvert- Jordan Collins(Team Mgr Environ.)
- Austal- Lara Sherer(Small Business Liason)

1). Implement a strict parking lot cleaning program.

2). Promote CCWF in both employee and consumer newsletters.

3). Promote and employee new receptacle technology to reduce roadside waste.

# ATTRACTIONS

- Battleship Memorial Park- Rhonda Davis
- Irvington International Speedway
- Bellingrath Garden
- Ft. Morgan and Ft. Gaines
- Go-Cart/ Miniature Golf- Foley

- 1). Implement a strong parking lot cleaning program.
- 2). Post signage/promotional CCWF material.
- 3). Distribute trash bags.

# WATER-RELATED BUSINESS

- Bon Secour Fisheries- Chris Nelson
- Horizon Shipbuilding- Travis Randall Short
- LuLus' Homeport Marina- Lucy Buffet
- Yacht Clubs/Marinas

1). Implement a strict parking lot cleaning program.

2). Promote and employ new receptacle technology to reduce waterway waste.

3). Post CCWF signage/promotional material.

4). Participate in programs such as Clean Resilient Marinas, where applicable.

# BUILDING BALDWIN COUNTY REPRESENTATION ON BRC

- Bob Higgins- Private consultant
- Brad Pitt- Riviera Utilities
- Charlotte England- United Bank
- Trey Jenwright- Jade Consulting
- April Boone- Global Marketing Solutions
- Danny Lyndall- GM Daphne Utilities
- Candace Beckham- Quincy Compressor
- Todd Evans- Standard Furniture
- Donna Givens- Baldwin EMC
- Jason Padgett/Lisa Yokley- No. Baldwin Utilities
- Elizabeth Tonsmeire/Jimbo Meador- 17 Turtles Outfitters

??????????

Together, we can



Thank you.



“Something will have gone out of us as a people if we ever let the remaining wilderness be destroyed ... We simply need that wild country available to us, even if we never do more than drive to its edge and look in.”

*Wallace Stegner*