



Mobile Bay National Estuary Program  
Business Resources Committee Meeting  
International Trade Center  
February 22, 2018  
9:00 - 10:30 am

The Business Resources Committee of the Mobile Bay National Estuary Program (MBNEP) met on Thursday, February 22, 2018 at the International Trade Center in Mobile, AL. The meeting was attended by: Co-chair Jennifer Denson, Partners for Environmental Progress; Don Bates, Thompson Engineering; Eliska Morgan, Al. Dept. of Conservation and Natural Resources; Steve McClure, Hargrove; Graham Green, Smart Home America; John T. Bender, Mcfadden, Rouse, & Bender; Patty Howell, Mobile Area Chamber of Commerce; Ben Stimpson, Canfor & Scotch Gulf Lumber; Raymond Maguire, Singing River Hospital; MBNEP staff: Rick Frederick, Roberta Swann, and Bethany Dickey.

**Mission of the BRC: To advocate for streamlined regulations and balanced business practices that are in the best interest of the region's economic and environmental resources.**

*Meeting Summary:*

- *Reviewed accomplishment from the current 2013-2018 CCMP period.*
- *Began the process and discussed ideas to update the CCMP for next 5 years.*
- *Form subcommittee to take the Create a Clean Water Future campaign to the next level*
- *Provided opportunities and ideas for members to get involved in the watershed*
- *Discussed Strengths, Weaknesses, and Opportunities of the BRC*

**1). WELCOME AND UPDATES**

Rick Frederick opened the meeting with a welcome and the question of the best time and day for this committee to meet. Discussion ensued but no definitive times were agreed upon. Friday lunch was proposed.

## **2). 2013-2018 COMPREHENSIVE CONSERVATION & MANAGEMENT PLAN**

The CCMP has been in place for the last 5 years and it's time to provide updates. This gives the BRC an opportunity to set goals and define what we hope to accomplish going forward.

Accomplishments from 2013-2018:

- **Tours**- 16 tours; TMC, Bayou La Batre, and D'Olive Watershed involving appr. 150 participants.
- **Presentations**- average over 10/year reaching over 1,000 individuals.
- **Create a Clean Water Future Campaign**- revised website, marketing study, rack card.
- **Service Opportunities**- Maple St. Cleanup, MLK Day of Service.
- **Promote Improved Stormwater Management by Private Sector**- sharing of information.

Goal is to have the new BRC five-year plan in place by June 2018. How do you view your BRC involvement? Ideas to consider:

- Tours highlighting stressed habitats and projects
- Expand membership
- Networking/communications
- Boots on the ground service project
- Fund raising to support projects/activities
- Connect business to celebrate cultural heritage of the estuary

## **3). CREATE A CLEAN WATER FUTURE**

A priority of the BRC will be to take the Create a Clean Water Future Campaign to the next level.

Currently have 47 Create a Clean Water Future Partners statewide. CCWF Ideas to consider:

- Apply parameters for people to become a CCWF Partner (currently anyone can join)
- Develop different levels of CWF Partner memberships based on actions.

A subcommittee will form and work on this plan- all BRC members are welcome to participate.

## **4). OPPORTUNITIES TO GET INVOLVED**

\*The Gulf Coast Exploreum is hosting Water's Extreme Journey: an exhibit June-August that provides children the opportunity to experience a watershed as a water droplet. Through powerful interactives and local messaging, visitors learn how daily decisions can immediately improve the watershed in their own backyard. The Mobile Bay NEP and partners have the opportunity to purchase customized panels in the exhibit to showcase a specific watershed or local features and projects in the Mobile Bay estuary.

\* Litter Gitter small stream trash traps will be deployed over the next few months in Mobile and Baldwin County. Funding opportunities for sponsoring a Litter Gitter will be available with company name on a plaque as sponsoring organization.

\*The Three Mile Creek Partnership (3MC Partnership) is being established as a private sector group under the Mobile Area Chamber of Commerce Foundation, partnering with the City of Mobile. MBNEP is assisting in an advisory capacity on their board. There will be many fund raising and volunteer opportunities. APM terminals is hosting a golf tournament on April 6<sup>th</sup> in which half the proceeds will be donated to the 3MC Partnership. The 3MC Partnership will debut at Creek Fest in May.

## **5). BRC GOALS & INDIVIDUAL INVOLVEMENT**

Committee member discussion and an earlier survey helped identify BRC's SWOT (Strengths, Weaknesses, Opportunities, and Threats):

### **Strengths**

- Growing membership and good meeting participation
- Members willingness to distribute information (networking) and NEP message
- Development of the Litter Gitter small stream trash trap program

### **Weaknesses**

- Need more boots on the ground opportunities/projects
- Baldwin County representation
- Define true purpose of the committee. Members busy with their own careers

### **Opportunities**

- Recruit key strategic members
- Get committee members in the field for tours and to view projects
- Encourage members and co-chairs to set goals- what do we want to accomplish?
- Promote Create a Clean Water Future campaign

## **6). CLOSING**

Group agreed to have 4 regular quarterly meetings and not count the Annual Breakfast meeting as a regular meeting.

Meeting adjourned at 10:30 am.