



## Mobile Bay National Estuary Program

### Business Resources Committee

Wednesday January 28, 2015

The Business Resources Committee of the Mobile Bay NEP met on Wednesday January 28, 2015. The meeting was opened by Co-chairs Jennifer Denson and Darrelyn Bender, welcoming the following members: Eliska Morgan, ADCNR; Wiley Blankenship, Coastal Al. Partnership; John Bender, Mcfadden, Lyons, and Rouse; and introducing new members Kristian Aboud, Wild Native Tourism; Ashley Jones, No. Baldwin Chamber of Commerce; Pfil Hunt, Harbour Financial; and Ben Stimpson, Scotch Gulf Lumber. Also in attendance were Cynthia Maddox and Ellen Faulkner with Lewis Communications. NEP Staff- Rick Frederick and Roberta Swann.

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

#### **Takeaways:**

- Updated the committee on current and future activities that the MBNEP is undertaking in watersheds on both sides of the bay.
- Introduced Lewis Communications as PR firm awarded the contract to conduct market research segment of the Create a Clean Water Future campaign. Reported on current status and membership of the CCWF.
- Committee will hold a workshop on March 18<sup>th</sup> to discuss next steps to incorporate the CCWF into the business community and begin implementing the Year 2 strategies of the CCMP using the CCWF in various watersheds.
- Introduced and discussed the Committee Membership/Responsibility Form. Members agreed to sign form once edited and finalized.

**1). The meeting began with updates on Three Mile Creek restoration, Create a Clean Water Future campaign, and future watershed management plans funded by NFWF.**

a). TMC updates and future projects-

- i. Planning for comprehensive invasive species eradication and management program.
- ii. Community mapping and climate adaptation planning partnership with MLK Redevelopment.
- iii. Trash free waterways project with EPA HQ to provide assistance with Seabees and trashboat demo.
- iv. Planning with Univ. of So. Alabama to include addressing sediment accumulation issues into their strategic and capital improvement planning.
- v. Mobile County Health Dept. received grant for project to build kayak launch and greenway around the Tricentennial Park area.
- vi. Nigel Roberts w/ City of Mobile to release RFP for conceptual trail plan for the entire greenway/blueway trail from headwaters to Mobile River.

b). CCWF- Introduced Lewis Communications as PR/Ad firm receiving contract- Beginning Jan. 1<sup>st</sup> to conduct market research segment of the Create a Clean Water Future campaign. Lewis has begun interview process for their "Dig" to provide recommendations for best strategy to reach the business community in addressing stormwater run-off. CCWF now has 28 organizations (7 new in 2014) who have signed the resolution.

c). Updates of Watershed Management Plans MBNEP currently overseeing-

- i. Completed and Implementating- Three Mile Creek, Eight Mile Creek, and D'Olive Watershed.
- ii. Currently in Development- Fowl River Watershed.
- iii. Funding received and to be completed over next 2 years- Bayou la Batre, W. Fowl River, Dog River, Appalachee/Tensaw River, Fish River, Wolf Bay, and Bon Secour.

## **2). Review of 5 Year Strategy.**

Rick Frederick shared the 2104 accomplishments as outlined in the 5 year strategy of the CCMP by providing the # of tours, presentations, face-to-face meetings, contract with PR/Ad agency, etc. The update and numbers will be emailed to all BRC members as a separate attachment. Discussion also took place regarding 2015 goals. After a short sharing of ideas of ways to best reach the business community as it relates to stormwater run-off, it was decided the BRC would hold a 2 hour workshop in March to discuss our next steps. Tentative date and location is

March 18 from 10-12 in the Killian Room at the International Trade Center. Details and confirmation to follow.

### **3). BRC Committee Responsibility Form.**

Co-chairs Jennifer Denson and Darrelyn Bender presented members with the Committee Responsibility Form. All members from the various committees that make up the MBNEP Management Conference will be asked to sign the agreement outlining their expectations and responsibilities as it relates to participation, objectives, preparation, etc. The agreement will be sent to all members in a separate attachment.

Following are dates and times of future BRC committee meetings to take place at the MBNEP office:

April 22<sup>nd</sup> @ 10:00 a.m.

July 22<sup>nd</sup> @ 10:00 a.m.

October 28<sup>th</sup> @ 10:00 a.m.