

## **BCWMC Education & Public Outreach Committee**

### **May 6, 2009 Meeting Notes**

**Members present:** Liz Thornton, Margie Vigoren, Ginny Black, Mary Karius, Stu Stockhauss, Mary Gwen-Lenth and Pauline Langsdorf

#### **School Contacts:**

Liz Thornton and Stu Stockhauss divided the up the schools in the watershed and contacted a teacher or principal in the school or the science coordinator for the district in order to promote the BCWMC grant program. Liz developed a packet of material that could be handed to each person contacted so that they had hard copy in hand about the grant program. They also were referred to the BCWMC website. All were contacted prior to this committee meeting. The committee is very pleased that contact has again been made to the schools. We feel it gives the teachers the information needed as they plan for the next school year. Liz and Stu have submitted the cost of duplicating the materials for reimbursement.

#### **Occasional Articles – Hiring a Writer:**

Margie Vigoren reported that she knows of at least a couple of professional writers who may be interested in writing occasional articles to be submitted to local newspapers and other media. Margie and Mary Gwen-Lenth will meet to lay out a scope of work for this project. The guidance our committee gave them is that we want the articles to “put a face” on best management practices (BMP’s) – examples of personalized stories about real people in the community who are doing things to promote BMP’s. If possible, we would like the articles to include pictures. The writer would also be responsible for marketing their articles. We want the product to belong to us. The Education/Public Outreach Committee will review their scope of work at our next meeting scheduled for May 28 th.

This project fits well with the recommended outreach actions from our December 2007 residential survey done for the Joint EPOC by Decision Resources. The Education/Public Outreach Committee anticipates that there will be money available in our 2009 budget to begin this project yet this summer. We have approximately \$900 available for this in 2009 budget.

#### **Update on Brochure Development by the Joint EPOC:**

Margie Vigoren showed us the draft copy of the brochure developed by the Joint EPOC Brochure Subcommittee. We are very pleased with the design and content of the brochure. Hennepin County Environmental Services is playing the lead role in this project and will present it for approval at the next Joint EPOC meeting. Mary Karius said that once the Joint EPOC approves it, Hennepin County plans to see if other watershed organizations would like to take part in ordering copies at the time of the initial printing. We have money designated in BCWMC’s 2009 budget for survey follow-up and will use that money when Hennepin County Environmental Services is ready to go to print.

#### **Grant Proposals:**

We have received two grant proposals since our April meeting: one from Cedar Manor School in St. Louis Park; and another from Meadowbrook School, Golden Valley.

The Meadowbrook School grant request proposes that BCWMC funds be used for water quality education and protection efforts such as native plants, seating (movable stumps), rain barrel and rain gauge, teacher training, education materials and a community event. They have received a monetary match from the PTO in addition to in-kind donations. This grant is requested for the 2009-2010 school year. (grant proposal attached)

**Recommendation:** The Education and Public Outreach Committee recommends approval of the grant proposal from Meadowbrook School for \$1,000 for their "Meadowbrook Elementary Outdoor Classroom Project" for the uses spelled out in their grant application dated April 29, 2009.

The Cedar Manor School grant request was for more than the maximum amount available in a grant and it didn't list a match to the grant funds requested. We feel it needs significant revision to be considered. Ginny Black will contact them to clarify the committee's reasons for rejection of this grant application.

### **Budget**

The committee reconfirms our previous budget request for 2010 for: Education /Public Outreach at \$5,500; Watershed Education Partnerships at \$13,500; and the Grant Program at \$5,000.

We are on track with our 2009 expenses to date and anticipated expenses.

### **Question for Commissioners?**

We have allocated all of the seeds we purchased this spring for various events. *Do commissioners have events coming up in their city at which they would like to use seed packets as a handout?* If so, we need to know your needs in time to reorder them. Also, the free standing roll-out exhibit has been in almost continuous use since early March. Both exhibits will be available for use after the rain garden workshop on June 11. The table top exhibit is available now.

### **Next Meeting**

The Education/Public Outreach Committee will meet at Plymouth City Hall in the Medicine Lake Room on Thursday, May 28, at 9:00 a.m. One of the items on the agenda will be a review of the website.

Notes by Pauline Langsdorf