

Meeting Minutes
Madison County Storm Water Quality Partnership
3rd Quarter 2011 (June) Meeting
June 9, 2011
1:00 pm Room 108 Madison County Courthouse

Introductions and updates from everyone

See scanned attendees list. Steve Goodman, Todd Naselroad, Patrick Manship, Jeremy VanErman, Allan Henderson, Mary Atkins, Jill Hoffman, and Tim Stottlemeyer were in attendance.

Upper White River Watershed Alliance

Jill Hoffman and Tim Stottlemeyer from the UWRWA were in attendance to provide an update on their organizations activities. Ms. Hoffman stated they had a lot of activities going on this year. Their main focus has been on increasing their TV commercials from one to four. In addition to the existing commercial on phosphorus, there will be additional commercials that focus on pet waste, septic systems and native plantings. The UWRWA also received a grant from the Nina Mason Pulliam Charitable Trust (NMPCT). The grant will be used to organize events with UWRWA partners. The main focus will be during the month of September when other storm water events have already been scheduled.

Jill also stated that their membership structure has been reorganized. They have reconsidered how co-permittees and large partnership groups can become members; total participation will be based on population. The UWRWA current operating budget is just over \$100,000. \$44,000 of that comes from member communities. The rest is grants. In addition to the NMPCT grant, they have grant funding from IDEM.

Tim mentioned from the City of Noblesville perspective there is value in the group from the standardized message they are distributing throughout central-Indiana. They share a common voice and receive strength in numbers. Their participation allows them to stretch their investment and leverage the funds contributed by the other partners.

Depending on final population numbers and which communities would decide to participate, the financial commitment from the Partnership would be between \$10,000 and \$17,000. The possibility of seeking corporate sponsorship was also discussed. Possibilities included Wal-mart, Kleenco, Red Gold and Nestle.

Several concerns were expressed including whether the services we receive will meet all of our minimum requirements as set forth in the MCMs? Do we receive the complete value for our investment? What are true benefits that our partnership receives if we still have to provide printed material and still attend local community events.

Review of 03/10/11 Meeting Minutes

Steve Goodman made a motion to approve the minutes. Patrick Manship seconded. Motion passed

Budget Report

Henderson stated that there is \$9,012 in the budget after paying for the 4H Fair Booths.

MOU Status Update

Atkins provided a copy of the requested changes from White River Watchers (WRW). The changes did not change the intent of the MOU, but clarified the WRW responsibilities. Jeremy VanErman made a motion to approve the changes as written. Patrick Manship seconded the motion. All in favor.

MOU Invoice Status

Henderson stated that all of the partners have paid the MOU dues.

2011 MS4 Annual Meeting

Henderson stated that there were 257 total participants at the annual meeting. IDEM is still in the process of reviewing the survey results to determine what will happen next year.

MS4 Commercials

Tabled until next quarterly meeting.

April Storm Water Awareness Month

Tabled until next quarterly meeting.

Survey

Atkins distributed two potential surveys for use. One survey was aimed towards an insert in a utility bill. The other survey was aimed towards distribution at the 4H Fair. The surveys need minor adjustments before they will be ready.

Frog Suit Pricing

Tabled until next quarterly meeting.

AU ad (DeLury/Henderson)

Henderson distributed a sample of what has been completed to date. He mentioned there is space available to put additional items, but the best approach would be to keep it simple and provide one or two 'take away' messages and direct the students to the website.

WRW Update (DeLury)

Judy DeLury was not present, but work continues on a 2 week science fair.

Facebook and Twitter (Henderson)

Emmis has an account. The Partnership has a page. Emmis currently has 26 friends. Henderson has been posting the tips sent from Mary Atkins.

School Outreach (Goodman)

Steve Goodman, Steve Schmidt, Jeremy VanErman, and Judy Delury gave presentations to the entire 8th grade class at Highland Junior High School on May 12, 2011. They reached 368 students. Over-all the presentation was a success, but timing will need to be adjusted before the

next installment. VanErman is working on following up with the principal to repeat the presentations the next school year. Henderson mentioned that in subsequent years we could include a design competition as part of this outreach to the schools.

VanErman has also been in contact with Shareen Wagley of the Muncie-Delaware County MS4 Program. Wagley mentioned that students from surrounding counties were attending a one-day workshop at the Minnetrista Cultural Center. She would check to see if any students from communities within Madison County attended and pass along the information to VanErman for use in the annual report.

Booth and Fair (Henderson)

Henderson stated the booths have all been reserved. We will be joined by the Madison County Soil & Water Conservation Service, MCCOG, and ECISWD. Henderson passed out the sign-up sheet. Henderson also stated that we need to reorder supplies for this year's fair. Items discussed included tree seedlings, dog waste bags, rubber duckies, notepads, pens. All present agreed to generate a list of items and forward the list to Henderson. Henderson agreed to provide pricing information the items by the next meeting. VanErman mentioned that the Partnership should consider buying a banner and table cloth for the display. Atkins mentioned that we should include information on septic systems at the fair.

Reports back from attendance at water quality citizen group meetings

VanErman set up the Partnership display at Earth Day on April 30th, 2011. Earth Day was a well attended event. VanErman and Goodman attended a TMDL workshop in Muncie. IDEM invited the public to a meeting to learn about the water quality of the Upper White River Headwaters Watershed and how IDEM is working to develop a Total Maximum Daily Load of pollutants that allows the rivers and streams to meet water quality standards. IDEM seeks voluntary compliance. The workshop was held on May 26th at the State Farm Office. There were 21 people in attendance. Manship attended a meeting of the UWRWA on May 9th, 2011 in Muncie. IDEM and DNR were present discussing cause of river pollution. Several of the Partnership members attended the 2011 MS4 Annual Meeting held at the Indiana Government Center on May 24th, 2011.

Any other requests for discussion

Manship passed out a request from the DNR to assist with 'Go Fish' during the Indiana State Fair. The information will be included in the meeting minute package.

Goodman mentioned that he has been in contact with Exal Videos. The total cost is \$495. The Partnership may want to consider splitting the cost so all members can benefit from the videos. There needs to be more discussion at the next meeting.

Henderson mentioned that he was approached by the Organizers of the Living Lightly Fair at Minnetrista. They asked the partnership to host a rain barrel workshop. The Living Lightly Fair will take place on September 10, 2011 at Minnetrista in Muncie, Indiana.

Schedule next quarterly meeting

It was determined another meeting needs to be held before the fair to address any last minutes issues. The meeting was set for July 7th at 1pm in Room 108 of the Madison County Courthouse.

Conclusion

Goodman moved to conclude the meeting. VanErman seconded. Motion passed.