

NC Source Water Collaborative January 31, 2014 Meeting Summary

Attendees

Anjie Ackerman, EEP	Amy Axon, DWR	Rebecca Sadosky, DWR
Leigh Ann Hammerbacher, Raleigh	Tom Gerow, NC Forest Service	Cy Stober, PTRC
Caitlin Burke, CTNC	Johnny Wear, WPCOG	Jay Frick, DWR
Amy Keyworth, DWR	Brook Massa, WRC	Grady McCallie, NCCN
Debbie Maner, NCRWA	Julie Ventaloro, DEMLR	Linnette weaver, DWR
Phil Trew, HCCOG	Julie Elmore, NRCS	Joey Hester, DSWC
Mike Schlegel, TJCOG	Adriene Weaver, DWR	

The meeting was called to order a few minutes after 10am, Amy Axon provided housekeeping announcements about new location. Introductions were made throughout the room. We have a couple of new participants. Grady McCallie of the NC Conservation Network, Leigh Ann Hammerbacher, City of Raleigh, Water Conservation Specialist and Anjie Ackerman of EEP attended for their first meeting and we welcome their continued participation.

Team Updates and Plans for the WRRRI Conference

The WRRRI Annual Conference, March 19-20, has been identified as a logical event to promote the Source Water Collaborative (SWC). The NC Water Resources Association (NCWRA), who partner with WRRRI and hold a symposium as part of the conference has agreed to allow Rebecca Sadosky to announce the SWC Awards program during the lunch program. Amy Axon has submitted an abstract to give a presentation at the conference about the SWC and we plan to also host a SWC booth in the break area. Therefore, the SWC has a lot of work to do in preparation for the Conference in March. More detail about what is being planned is provided in the team updates below.

Awards Team Update

The team has developed and are close to completing drafts of several documents that describe the Awards Program. These documents include:

- a program announcement
- a description of the awards categories and criteria,
- a nomination form,
- judging instructions,
- an eligible projects brainstorming, and an
- awards outreach mechanism spreadsheet.

Once the team is satisfied with the draft documents, they plan to distribute them to the whole SWC for review and comment. The timeframe for this review will need to be quick so that all of the documents are finalized before the WRRRI conference for distribution at the booth.

Education Team update

The purpose of the Education Team has expanded a bit. The original goal was to develop education packages for targeted audiences. However, we have also taken on the responsibility of developing promotional materials for the SWC. In preparation for the WRRRI conference we are developing outreach material to be handed out at the SWC booth. The booth will have a table top display, SWC banner and several handouts including the postcard, a one page SWP/SWC primer, and the Awards program announcement, nomination form and categories and criteria documents. .

A final version of the postcard that was developed by Liz Jernigan was shared with the group. We are in the process of getting several hundred copies printed.

Phil Trew asked that SWC logo and tagline be shared with everyone so that they could use it.

We still need help in developing the 1 page source water primer to hand out at the booth.

In preparation for the conference we need to update and improve our website so that it is more inviting and useful for interested parties. Amy Keyworth has reviewed the list of links to participating members, on the About Us page. She compiled a list of all of the changes that need to be made. This list will be shared with all SWC participants to ensure their correct website is referenced. Sarah Bruce is developing text to be used on the website to offer direction and advice on how to get involved with SWP and/or the SWC. Amy Axon asked everyone to take a look at the website and send suggestions for improvement to her.

Amy Keyworth asked that a current membership list be shared.

Announcements and Requests

Membership Maintenance

We discussed the need to continue to recruit new members and seek to bring absent members back. Rebecca asked if the group knew of anyone that may be a good fit with the SWC that was not currently attending. A few recommendations were given: CWMTF, UNC SOG-EFC, League of Municipalities and the Association of County Commissioners. All of these groups do have representatives that are on the SWC members list. Amy and Rebecca will check in with them to see if we can entice them back to the meetings.

Volunteers for Meeting Summaries

The responsibility of taking notes and creating meeting summaries is big. The group was asked if anyone would be willing to volunteer to help out with this task. No one immediately volunteered, however we are still willing to take any help we can get.

Future Speaker Topics

The group was asked if they had any suggestions for future topics/speakers. The following ideas were presented:

- Deana Osmond, NCSU, is working on BMP effectiveness related to their proximity to surface water.
- City of Raleigh could talk about impending water shortage and their potential ideas of how to handle it. Also, their watershed protection and education efforts.
- CWMTF gave out grants in 2012 for drinking water protection planning. It would be interesting to hear from the grant recipients. Cy Stober and Johnny Wear are both working on their grants and agreed to provide a presentation on what the project is about and what the status is.
- Tom Gerow could give a presentation on different forestry related BMP projects that are going on.
- DWR Rules Review process: how will the whole thing work and how will it impact our work*.

*see discussion of this topic in the following section

Amy will follow up with volunteers to determine who will be ready for the April meeting.

Setting Goals for 2014

The remainder of the meeting was spent discussing what goals we would like to accomplish in 2014. It was noted that Awards and Education teams will continue to work on their tasks throughout the year. However, we wanted to discuss ideas for other initiatives above and beyond the team activities.

The initiatives list that we created in 2012 was handed out. The group spent some time looking at the old list to see if still relevant, if there was anything that the group wanted to work on or if they saw that something was missing from the list.

It was recommended that we look at the initiatives list and think about consolidating the ones that relate to taking an inventory of ongoing activities. Once consolidated, we may be able to complete the initiative through the work that the Awards program is doing, since they will be identifying successes

Funding

Amy suggested that we research potential funding sources to support the activities that we want the SWC to accomplish. We could use funding to help pay for things like printing materials, attending conferences, supporting members of the Collaborative, and conducting training. She stated that through the Education Team, a couple of funding sources had been identified. The 205j grant that targets planning for COGs and an EPA Environmental Education grant that helps cover development of materials are examples. Jay stated that we would need to figure out how the SWC could accept and handle money and we would also need to decide how to organize ourselves so that we could handle funds.

Cy recommended that we consider developing a template with boilerplate language that could be used for a variety of grant applications. If we have a canned proposal it would help with the amount of work and time we would have to put in for each grant. However, this may not be possible because the grants are so diverse. Amy

felt that we would need to get an idea of funding sources out there first. Then develop tailored grant proposals using some canned general text. Amy wants to develop list of potential sources as well as a mechanism for handling funding.

Phil asked if development of education materials for local governments is an acceptable use of 205j funding. Amy stated that she asked Heather Jennings and she felt it would qualify, but maybe not as a high priority. Cy stated that 319 grant program now focuses on implementing 9 element plans. To his knowledge, most of 205j being used to create 9 element plans.

Several participants felt it would be great to get information on what the CWMTF's new board is interested in funding. It was suggested to make that a speaker topic. Applications are due in early April, since we will not have a SWC meeting before then Amy will ask Nancy Guthrie if she has any news that can be shared with the SWC and specifically if she could provide a summary of the decisions made in February on their funding priorities.

Phil Trew noted that all of this discussion we are having reinforces need for development of funding source spreadsheet with details.

Jay will work on legal end of how we could accept money. Julie Elmore suggested that we could always get funding under someone else's umbrella to build our organizational resume. We may want to look into becoming a non-profit organization with a 501(c)(3) status. The Resource Conservation & Development Councils are 501(c)(3) organizations and may provide a good example of a non-profit structure.

Cy asked if the NRCS or Farm Bill would have anything on water protection. Julie Elmore stated that they only had bullets with no real details. Will be able to answer at next meeting.

Water Quality Rules Review

Julie Ventaloro stated that all water quality rules are being opened up for review and comment this spring. Julie is concerned about potential changes to the water supply protection rules and would like support and feedback from the collaborative members. Caitlin felt that the whole rule review effort might be a good speaker topic due to the huge number of rules that were being opened up for public comment. Maybe Adrienne Weaver or someone from the Classification and Standards program would be able to speak about the process, what rules were being reviewed and what the potential impacts of this process are. Adrienne stated that either she or Jennifer Edwards could give a presentation. Since the public comment period will be in the April to June timeframe, this should probably be our April SWC speaker topic. Adrienne stated that the public comment period would be for 60 days and it would cover all of the rules in 2B, 2H, 2T and 2U.

Outreach Efforts

Brooke interested in targeting outreach to land use planners. Phil felt that a presentation at American Planning Association could accomplish our outreach goals. Cy and Brooke will talk to Phil about this.

Now that we have outreach materials (logo, slogan, postcard and soon to be improved website) we should look to other organizations (NALMS, APA, APHA) for partnering possibilities. We should reach out to them

about overlapping missions and what we are working on. They have money they are looking to spend strategically. Good opportunity to work with them if we talk about how our role fits in with what everyone else is working on. Amy asked Cy to provide a list of these organizations. Cy will send list out to everyone and ask that they also add to the list.

Julie Elmore stated that NCRS has a 2 day training session in October, where they have all staff in one place. She could give a presentation to the group about the SWC goals, mission and areas of interest that overlap. Cy is now more comfortable talking to other organizations about the SWC and identifying funding sources. They might know of funding that we don't or be willing to provide resources and partner with us.

Follow-Up Actions

Rebecca - send Awards Program documents to everyone for final review.

Amy - send current SWC membership list to everyone. Request updates.

Amy - send SWC logo and tagline to everyone.

Amy, Rebecca, Cy & Liz - Develop the 1 page source water primer.

Amy and Rebecca - invite EFC, CWMTF, League of Municipalities and Association of County Commissioners to back to the meetings.

Amy - coordinate with Adrienne Weaver about speaking at the April meeting about the WQ Rule Review Process.

Amy - rework initiative list to consolidate the ones that involve inventorying on going activities.

Amy - ask Nancy Guthrie if she has any news that can be shared with the SWC and specifically if she could provide a summary of the decisions the board makes in February on their funding priorities.

Jay - work on legal end of how the SWC could accept and handle funds.

Cy - compile and share list of other professional organizations that we may want to partner with.