 **Communications Workgroup Monthly Meeting
 December 5, 2013
 9:45-11:00a.m.**

Mike Land, NPS (Chair) Catherine Krikstan, Alliance
Samantha Kappalman, MDE (Vice Chair) Cindy Chance, NPS
Margaret Enloe, Alliance (Coordinator) Guy Stephens, UMCES/CBP
Greg Barranco, EPA Hannah Hamilton, USGS
Tom Wenz, EPA Matt Ellis, STAC
Jenna Valente, CRC Phil Miller, DNREC
William Hayden, VA DEQ

1. Round Robin:

UMCES/CBP:
 - Devoting a lot of time into the discovery process of Chesapeake*Stat.
 -* Trying to redefine the audience and business case through usability tests.

EPA:

* Executive Council meeting will be held on December 12, 2013.
* The Agreement will be discussed but not released during the meeting.
* The Agreement will be released for a second public comment period around the end of January.
* The Principle’s Staff Committee members have until December 21, 2013 to comment on the draft.
* The final draft will be released sometime in the spring during a signing ceremony, the date and details have yet to be decided.
* EPA Chesapeake Bay resource directory website is in its final coordination stage.
* It will serve as a resource that will direct visitors to partner sites and other pages of useful information.
* The Report to Congress has been sent to EPA Region 3 Headquarters for final editing. It’s due by the end of the month.
* The Water Quality Workgroup will be looking at the homeowner BMPs next week.
* **Action**: The Communications Workgroup will have to discuss what the effort will be as far as communicating homeowner BMPs.
* Chesapeake Bay Program Director will speak at the Maryland Chamber of Commerce next Wednesday about the partnership.
* Shawn Garvin will be speaking at the MACo conference next Friday.
* Have been informed by NFWF that they have worked out a grant for an event next Friday where CSX is going to be transporting oyster shells from the Gulf of Mexico to the Chesapeake Bay for use in oyster restoration activities.
* Federal facilities’ Water Quality Milestones are currently up for public comment and will be finalized on January 7, 2014.

CBP Communications:

* Have been busy working on logistics of the Executive Council meeting.
* The end of December will consist of catching up on administrative work that has been put on hold due to Executive Council planning and the Bay Barometer release.
* Collaborating with UMCES to write an executive summary for the Lessons Learned report.
* Working on feature stories about waterfowl for the website; one about decoys and one about habitat.
* Helping the Fish GIT with some communications about blue catfish and flathead catfish. Will be making updates to the online field guide, the invasive species page and to the maps gallery with more information about those species.
* Creating Executive Council social media in advance to the meeting (sample Tweets and Facebook posts).
* Bay Barometer was released this week, it went smoothly.
* Beards for the Bay social media campaign has come to a close. Thank you to all who participated and helped spread the word.

NPS:

* In the process of making updates to the Chesapeake Explorer application.
* Preparing some end of the year wrap up reports such as the State of the Trail report that describes the current state of each historic trail. The reports will be presented to a joint meeting of the Advisory Council next week at the Cultural Tourism D.C. offices.
* NPS has been working on The James River Segment Plan for two years to develop new public access and trail amenities for the river.
* The end of November marked the end of a four week long collection period of public suggestions about where people would like to see public access sites provided.
* By the end of the comment period, there were 318 suggestions for new public access sites.
* Education Summit happened on 12/2-12/3, word is that everything went well.

USGS:

* Meeting with Scott Phillips next week to discuss three publications that will be coming out in the next quarter.
* Hannah Hamilton is a new member to the Communications Workgroup. Welcome!

MDE:

* Darlene Pisani and DNR are the lead in Maryland for the CSX event. Governor O’Malley is planning on attending.
* MDE has been focusing on stormwater fee communications.
* Are half way through the Stormwater Innovation Tour where best management practices are being highlighted throughout the state and the program.
* The final event of the tour will take place at them Stormwater Innovations Trade Show where the 2013 Stormwater Innovation Award will be given out.

DNREC:

* Focusing on outreach in Nanticoke watershed because it is one of Delaware’s main tributaries to the Chesapeake Bay.
* Gearing up for the 2014 Race for Our Rivers: Nanticoke Series and Celebration Event.
* Beginning in February there will be a monthly series of workshop events that all culminate in a celebration in September along with the Race for Our Rivers 5k and Fun Walk.
* Encourage people to participate in multiple portions of the series and those who attend three or more will be recognized at the celebration event as Nanticoke River Rescuers where they will receive an award.
* DNREC will be doing a riparian buffer and living shorelines workshop and adding an annual wade-in to the series.
* Working on permitting for launching a floating wetland as part of the demonstration project workshop at Trap Pond.
* Delaware Nature Society is going to be doing a Certified Wildlife Habitat Workshop, a Recycled Boat and Barrel Bash and a couple paddles on the Nanticoke.
* Working on a streambank stabilization project using Christmas trees.
* City of Seaford is adding the Nanticoke River Fest to the series where all the partners will be helping out with the 5k run/walk and celebration event at the end. Dogfish Head Brewery will be sponsoring the celebration event and promoting the idea that clean water leads to quality beer.
* A statewide rain barrel painting competition is coming up.

STAC:

* Three STAC workshop reports are in the works:
* Nutrient Trading Workshop report: Embargoed copy will be sent before the Christmas break, probably the week of 12/16/2013.
* Coastal Habitats Workshop report: Scheduled for distribution in mid-January.
* Final report from the 2012 fiscal year workshops is the M3.2 Multiple Management Models Workshop report: Scheduled for distribution in late January/early February.
1. Executive Council: Planning and Information:
* Theme of the Executive Council meeting this year is recognizing our history, planning for the future.
* It will be held at the U.S. Nation Arboretum in Washington D.C. on December 12, 2013.
* Meeting will be held from 9:45 A.M. -1:00 P.M.
* It is expected that Governor O’Malley will become the new Chair of Executive Council.
* **Action**: Powerpoint will be uploaded to Communications Workgroup December meeting page.
1. Extended Communications Workgroup January Meeting:
* Communications Office goes offsite for a couple hours each year to populate the annual editorial calendar.
* The Communications Workgroup will have a chance to review CBP’s editorial calendar during the extended January meeting.
* Homeowner BMP process of crediting/practices will be discussed.
* There will be an opportunity for an open discussion about the Spring Executive Council meeting.
* **Action**: Contact Jenna, Margaret, Samantha or Mike with agenda topics for extended January meeting.