

**Communications Workgroup**

**Monthly Meeting Minutes**

**August 7, 2014**

**9:45AM-11:00AM**

**Conference Room 305a**

**Chesapeake Bay Program Office**

Participants:

Mike Land, NPS (Chair) Cindy Chance, NPS

Samantha Kappalman, MDE (Vice Chair) Kim Couranz, NOAA

Margaret Enloe, ACB (Coordinator) Bill Hayden, VA DEQ

Jenna Valente, CRC (Staff) Darlene Pisani, MD DNR

Tom Wenz, EPA Andy Zemba, PA DEP

Greg Barranco, EPA Jessica Blackburn, CAC

Catherine Krikstan, ACB Mary Gattis, LGAC

Guy Stephens, UMCES Matt Ellis, STAC

Round Robin Updates:

CBP Communications Office:

CBP Communications Editorial Calendar: August

07.29 (Tues.): [How to Pick a Crab](http://www.chesapeakebay.net/takeaction/howto/how_to_pick_a_crab)

07.30 (Wed.): [Ten boats of the Chesapeake Bay](http://www.chesapeakebay.net/blog/post/ten_boats_of_the_chesapeake_bay)

07.31 (Thurs.): [Letter from Leadership: Wide Net, huge heart](http://www.chesapeakebay.net/blog/post/letter_from_leadership_wide_net_huge_heart)

08.01 (Fri.): Critter of the Month: [Bull Shark](http://www.chesapeakebay.net/fieldguide/critter/bull_shark)

08.01 (Fri.): [Chesapeake Currents](http://us6.campaign-archive1.com/?u=f8c6c5815e1e73e0561b6f0f6&id=05a1d67a02&e=%5BUNIQID%5D)

08.04 (Mon.): [Blog Post: East Coast to experience more ‘nuisance floods’ as sea levels rise](http://www.chesapeakebay.net/blog/post/east_coast_to_experience_more_nuisance_floods_as_sea_levels_rise)

08.05 (Tues.): River Health Report Cards

08.06 (Wed.): [Photo Essay: Finding the Chesapeake’s dead zone](http://www.chesapeakebay.net/blog/post/photo_essay_finding_the_chesapeakes_dead_zone)

08.07 (Thurs.): [List: Facts about Vibrio](http://www.chesapeakebay.net/blog/post/five_facts_about_vibrio)

08.12 (Tues.) [Delaware named leader in solar energy revolution](http://www.chesapeakebay.net/blog/post/delaware_named_leader_in_solar_energy_revolution)

* Wetlands indicator has been updated
* Web team is working on refresh of [Bay Backpack](http://www.baybackpack.com/) site
* [Chesapeake*Stat*](http://stat.chesapeakebay.net/) revamp is moving forward on the research and development phase – will be conducting an audience workshop soon to get more input on the tracking the progress piece
* Working on management strategy outreach components
* Helping develop a communications strategy around BMP verification
* Hiring a new multimedia coordinator –interview process is underway
* Army Corps of Engineers is releasing a Conowingo Dam study in October – there will be a public comment period at that time

NOAA:

* There is a new web [article](http://buoybay.noaa.gov/featured-users/pride-of-baltimore-ii) posted on the CBIBS site about the Pride of Baltimore
* **Action**: please share the article via social media and any other means
* The fisheries team is looking to release a grant announcement in October so keep an eye out for that

NPS:

* GIT 5 will be having a Large Landscape Conservation Partnership Steering Committee meeting on 9/3 at George Washington’s birthplace and will meet after at NCTC
* A new Environmental Literacy Workgroup has been developed
* There will be a sustainable schools meeting in October and a retreat
* Public access: there is an event coming up later this month at Caledon on the Potomac River supporting a new canoe site and campground.
  + Governor McAuliffe will be attending
  + There should be an agreement signed between state agencies to ensure public access at bridge crossings
* Version two of the [Chesapeake Explorer](http://www.chesapeakeexplorerapp.com/) app version was recently launched
  + There is now a nearby feature that shows what is near you and a tool that allows you to draw an extent to help plan trips elsewhere
  + There were some design updates and system updates – iPhones will see it as an update and Androids will have to download it again

MDE:

* Samantha Kappalman has accepted a position at the Hatcher Group and will no long be a member of the Communications Workgroup
  + Adrienne Diaczok or Jay Apperson will be continuing in her place
* New homepage for Bay Restoration will be up and live soon
  + It will serve as an easy way for people to find technical and non-technical documents on Bay restoration efforts

MD DNR:

* There is a new fisheries directive that is designed to engage more stakeholders and open conversation channels

PA DEP:

* **Action**: Change Kristen Wolf to the official contact and the official member and remove Andy from the list

CAC:

* Meeting in Harrisburg on 8/21-8/22 where they will spend time discussing the development of the management strategies and what CACs role is in terms of outreach
* **Action**: Jessica will update the workgroup about the meeting next month

LGAC

* Hosting a session at the Maryland Association of Counties Conference next week 8/13
  + A panel will be set up with an LGAC member facilitating
  + Secretary Gill, Secretary Hall and Secretary Summers as well as Nick DiPasquale will be speaking with MACO members about the new Agreement
  + Working on a workshop for late September to get word out about monitoring as a tool for local government to help with implementation
  + **Action**: agenda item for next meeting to see if there are opportunities to get the word out about monitoring to help with implementation

STAC:

* P report: a review of agricultural and phosphorus dynamics in the Chesapeake Bay Watershed Model: embargoed copy to be released next week
* On Site Septic Systems Workshop report: embargoed copy to be released next week or by 8/18
* Invasive Catfish Review: October 31 deadline
* Lower Susquehanna River Watershed Review: Deadline August 23
* STAC Quarterly Meeting: September 9-10 at the Sheraton in Annapolis

EPA:

* Working on Conowingo Dam communication

1. BMP Verification Framework Editorial Update

* All changes to document have been sent from the subcommittee to Rich with all of the track changes available
* The subcommittee rewrote the executive summary then broke it into sections and offered solely editorial changes to avoid rewriting the entire thing
* The audience is technical so it is written in that manner, meaning it’s not entirely public friendly
* Rich and Jeremy have been working on the provided edits and have accepted them and will send it up to the Management Board
* They will not include the Communications Strategy with the document just yet because we still have work to do on it

Communications strategy:

* The goal of this meeting is to narrow the strategy down in terms of audience
* Primary audience for the next two years for communications is internal stakeholders like the BMP Verification Committee, agency leads and conservation districts
* It’s important to get everyone using the same language
* This will not be implemented for 2 years after it’s approved
* **Suggestion**: More accurate BMP information should be included in the plan and will help us in the long run for managing limited resources and communicating the benefits to stakeholders. Include language about better resource management
* Goals:
  + Seems like the first goal is the main goal (build understanding and support) and the rest are sub-goals to that
* There be a transmittal letter to go with the framework and a comprehensive presentation from the Bay Program – Request from the BMP verification committee about their communications needs
* Sector specific PowerPoint? Instead of state specific so each state can tailor it to their needs
* Should there be any communication that comes directly from EPA on this?

1. Management Strategy Outreach

* Management Board is meeting next Thursday 8/14/2014
* Outreach documents are being created around the management strategies
* GITs seem to be the ones tasked with the actual outreach itself
* Communications will be involved in reviewing these documents and working with the GITs
* GITs feel like they have their own strategies to reach their audiences and stakeholders and we need to help them use existing tools to help push their information out
* Official public input process will happen through the website like the Agreement public comment period

1. Vice Chair Nominations

* With Samantha’s departure, we will need a new Vice Chair
* Workgroup will also need a Chair at the end of the year as Mike’s term will be up
* **Action**: Please reach out to Mike, Margaret and/or Jenna if you are interested in filling these roles

**Upcoming Meeting: September 4th**

**Agenda items:**

**Guy Stephens: CBP web product update**

**Mary Gattis: What are the opportunities to help get the word out about using monitoring to help local governments with implementation**