

**DRAFT Bangor Area Stormwater Group Meeting Minutes**  
**February 9, 2023**  
9:00 am – 11:00 am  
Bangor Town Council Chambers with Hybrid Zoom Option

**Attendees:** Rich May, Cara Belanger, Rob Howard, Megan Hess, Victor Smith, Brian Bernosky, Kyle Drexler, Mark Leonard, Chris Green, Brian Coltar, Holliday Keene, Chris Thurston (Pulse). **Facilitator:** Brenda Zollitsch. ← List of attendees needs to be reviewed and updated

### **Welcome and Introductions**

Rich May welcomed everyone. Participants introduced themselves.

### **BASWG Year in Review**

Brenda Z. presented the BASWG 2022 Year-in-Review presentation (see attached PowerPoint). The presentation covered BASWG activities, permit cycle and new permit information, E&O and public involvement compliance activities over the last year, social media efforts, cleanup and stenciling public events, outreach campaign messaging and outcomes, participation in the Maine Science festival, chloride behavior change work (both with municipal winter maintenance manager and general public audiences), BASWG's PY1 baseline survey, budget, shared voice and regional discussion around issue and best practices activities.

### **BASWG Executive Committee Election**

BASWG members conducted an election for one position on the Executive Committee. Continuing in their second year of their terms (not requiring a vote) are Rich May as Chair, Megan Hess as Vice Chair (moving into the chair position in PY3), and Victor Smith as Secretary. The group asked for nominations for the Treasurer position, as Kyle is seeking to step down as treasurer. Brian Bernosky of University of Maine self-nominated for the position. **DECISION:** Kyle and Brian discussed the details of position and transition. **VOTE:** Based on this discussion, the **BASWG members voted unanimously to approve Brian Bernosky as the new Treasurer of BASWG**, including all the financial management, invoice payment, tax paperwork submissions and other work associated with the position. A quorum of members was present to support the vote.

### **Updates**

- **FOCB Appeal** – FOCB's appeal has been determined to be a valid appeal. Comments and concerns are more directed to issues in Southern Maine, but comments and demands for requirements affect the whole state.
- **Chapter 500** - Changes to Chapter 500 will affect all MS4s. Currently there is no update from Kerem G. He is hoping for a 2023 process, but not likely. **DECISION:** BASWG members agreed that the BASWG will submit a basic letter requesting an extension through the appeal process and to ask for a timeline. Motion was made by Rob H. and seconded by Mark L. Passed unanimously. **ACTION:** Cara will work on drafting this letter (which has no specific deadline) for review by the full group at a future meeting. Language might include something similar to "time from when would have been approved to the end of the appeal process."

- **MS4 Annual Reporting Template** has been developed by Holliday Keene. It is currently being reviewed by upper administration at DEP. Will be sent to the working groups for review before finalization. Holliday hopes to have the template done by February 2023.
- **Coal Tar Letter** – PAHs are in Coal Tar products. Two phases – DEP notifying and DEP enforcing. Ban of sales was delayed in going into effect. Ban of application will follow.

### Review and Voting on BASWG 2023-2024 Annual Budget (PY2)

- **Presentation of the BASWG 2023-2024 (PY2) Budget:** Rich M. presented the proposed budget on behalf of the BASWG Executive Committee. The ExComm met on March 9<sup>th</sup> to develop and finalize the presented budget, including specific Education and Outreach line items. The budget proposed is for \$36,800. This amount represents flat funding from last year once the dues paid by Dorothea Dix, which is no longer a regulated MS4 and hence no longer a member of the group were subtracted. Last year's budget was \$38,400. Less the \$1,600 no longer being contributed by DDix, the PY2 budget is for \$36,800. Line items include regional coordination (\$13,750), Financial audit/tax preparation funding (\$200), Grant writing (\$1,000) and the primary collaborative focus of the group – education and outreach (\$21,850).
- **Review of the E&O Budget Line Item Breakdown:** The ExComm also presented a line item sub-budget for the education and outreach compliance expenses, including social media (\$6,250), meeting time with Pulse staff (\$2,000), website updates (\$800), BASWG.org website hosting (\$360), winter outreach digital ads (\$3,000), expenses related to the demonstrations at the Maine Science festival (\$500), street and stream clean-up supplies (\$500), other supplies (\$500), professional services (e.g., expert consultant work on permit compliance analysis etc.), video pre-roll ads (\$3,200), Maine Discovery Museum elements (\$2,500), printed materials (\$200), and support for winter maintenance compliance work (\$500) for a total of \$21,850.
- **VOTE:** Mark L. made the motion to accept the PY2 budget as proposed. Victor S. seconded the vote. The budget vote passed unanimously. Mark L. thanked the BASWG members for keeping the budget flat funded.

### Education and Outreach Work

- **Maine Discovery Museum Stormwater Education Exhibit Elements**
  - BASWG members met with the museum's staff to discuss the exhibit and the integration of BASWG elements.
  - Rich M. has sent a letter to Holliday K. requesting approval to include the museum exhibit elements as part of the BASWG compliance work. Rich has not received word back yet. **DISCUSSION:** The BASWG members want to move ahead with this limited-time opportunity. The number of people viewing the exhibit and BASWG messaging will increase reach and exposure significantly. Chris G. formally stated that Pulse can modify its contract to not include the museum-focused elements if the DEP does not approve the activities as compliance work.
  - **VOTE:** Mark L. made the motion to approve the exhibit funds for payment. Andrea D. recused herself (as a member of the museum board). Victor S. seconded the motion. The motion passed unanimously.

- **VOTE:** This was followed by a motion by Mark L. to commit the amount of \$10k to the proposed agreement, with the stipulation that the Museum enter into an MOU outlining the roles of each group, what BASWG content/messaging/images will be included and what input BASWG has on the exhibit content. The motion was seconded by Megan H. The vote passed unanimously.
- **Pulse Marketing Update**
  - BASWG has received 796 website visits as a result of the current ad campaign. 74% of those who engaged went to the BASWG resources page. 25% of those who engaged went to the chloride page.
  - The BASWG Baseline Survey has been available online for 2.5 weeks. Unfortunately, the survey responses have largely come from bots. Only approximately 40 of the survey responses are thought to be valid. Pulse requires a significantly larger number of respondents to achieve a representative sample. **ACTION:** Chris G. will share the number required for representative sampling at the next BASWG Meeting.
  - **DECISION:** BASWG approves Pulse to move the dissemination to a more vigorous Facebook-based recruitment effort.
  - The limited data currently indicates clear recognition of the BASWG online assets and videos. They are understanding how stormwater pollution occurs and are also sharing about which pollutants they recognize and care about.
  - Pulse Marketing is at the end of its current video advertising run. In December, the video campaign had achieved 30k impressions, 8k views of the content, 33 site click-throughs and was being viewed on multiple platforms, especially mobile devices. The largest platform on which the assets were viewed was YouTube. Chris shared that the engagement shows the importance of quality over quantity and continues to encourage increasingly strategic postings for the most impact.
- **Maine Science Festival**
  - BASWG will be at the festival, which runs March 22-26, 2023. BASWG's demonstration booth will be held on Saturday. Rich M. noted that very few BASWG representatives had signed up. **ACTION:** Rich will send out a reminder and sign-up email following this meeting.
- **Street and Stream Clean-ups**
  - Orono will be hosting their clean-up on May 20<sup>th</sup>.
  - **DECISION:** The BASWG does not plan to ask for additional donations, as there are still some remaining funds for the limited additional expenses that the group needs this year for the clean-up events.
  - **ACTION:** All MS4s should send Chris G. information about their clean-ups so he can promote them on social media.

### **Winter Maintenance Behavior Change Work**

- Megan shared that the BASWG has received 9 out of 11 responses from MS4s in the survey on Winter Maintenance Practices. This is an important survey as it represents the baseline data for the Winter Maintenance Managers target audience. **ACTION:** Megan H. will continue to work with the remaining two MS4s to get their data, with the Fall cross-sectional (point in time) data timing. ANG and UMAB are the two outstanding MS4s.

### **Statewide Limited Liability Legislation Initiative**

- The statewide partners have approached Senator Maddie Daughtrey to sponsor limited liability legislation around winter maintenance best practice use. She was also involved in the Coal Tar initiative. Looking at possibility of next year during the second session for timing.
- Fred Dillon (South Portland MS4) is coordinating a collaborative call with representatives of projects that created similar legislation in Minnesota and Wisconsin. A call is scheduled and BASWG members are invited. **ACTION:** Brenda Z. plans to attend the call.

### **Organizational Business**

- **Approval of Minutes** – Brenda Z. presented the December 2022 BASWG meeting minutes for review. Two edits were made. Mark L. made the motion to accept the minutes as amended. Megan seconded the motion. The minutes were approved unanimously.
- **Budget Update** – Kyle D. presented a budget update. The BASWG is on-track for the PY1 budget line items.
- **Pulse Contract Approval** – Rich M. reviewed the proposed Pulse contract. Mark L. made the motion to approve the proposed contract. Megan H. seconded the motion. The contract was approved unanimously.

### **Upcoming Meetings**

- March 9, 2023, from 9:00-11:00 am via Zoom the BASWG will hold an intermeeting planning session to discuss Chapter 500 process comments and a range of education and outreach decisions requiring attention before the April BASWG meeting.
- April 13, 2023, from 9:00 -11:00 am – April BASWG Meeting @ Orono Town Office; followed by optional vendor demonstration.