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| Small_COLOR_LGROW_Logo | **Public Engagement Committee**  **Wednesday, January 10, 2024**  **2:00-3:00 PM**  ***Virtual Meeting***  <https://us06web.zoom.us/j/86460797279?pwd=hIeNOSYtq6AA0UsqqrBOql72LYbYa7.1> |

**Agenda**

1. Welcome and Introductions
   1. Kate Milzarski—City of Hudsonville
   2. Grant Simons – City of Wyoming
   3. Amy Haack - Village of Fruitport
   4. Brent Geurink – City of GR
   5. Parker Cote - Village of Spring Lake
   6. Hannah Mico - River Network
   7. Dana Strouse - EGLE Nonpoint Source Program
   8. Justin Stadt - Georgetown Township
   9. Melissa Bos- City of Grand Haven
   10. Evan Canute - Ottawa County Water Resources Commission
   11. Mary Gunst- Plainfield Township
   12. Ken Wiley – East Grand Rapids
   13. Matt DeRuiter – GVSU
   14. Robert Cloy II—GVMC/LGROW
   15. Rachell Nagorsen: GVMC/LGROW
2. Public Education Plan Overview
   1. What is the [Public Education Plan](https://static1.squarespace.com/static/595e6f5a197aeaae91c1bedd/t/5f46716764d73155fa378346/1598452073064/PEP+Master.pdf)?
      1. Created from MS4 Permits. Can be found under each community link on the LGROW website.
      2. Plan outlines how LGROW communities will meet public education requirements from their MS4 permits.
      3. Checklist is derived from table 3 in PEP plan and outlines LGROW vs. community public education commitments.
   2. Category focus: Personal Watershed Stewardship: Education about responsibility and stewardship. 
      1. Find description under Table 1 in the PEP
      2. Very general and covers many different educational activities.
      3. If there’s any individual education topics that come up in your communities, feel free to bring it to the group.
      4. Grant: Riparian Landowners and what communication are LGROW engaging in?
         1. Riparian Landowner engagement will be removed from our PEP in the future and have less emphasis on engagement strategies.
      5. Key messages in the first category can be hard to relate to individual communities. Take inventory of what your community is doing and it likely falls under this category.
3. 2024 Updated Public Education Materials
   1. DropBox + Spreadsheet
      1. Spreadsheet was created that includes all the topics and materials. Can be filtered by seasons and all the material can be downloaded.
      2. Includes Idea39 created material; updated educational materials.
   2. Are there any specific flyers your community would like to have translated?
      1. Please review flyers in the next month and let LGROW know if any material needs to be translated.
4. Community share: new or updated outreach materials
   1. EPA flyer letters: Wyoming
      1. Wyoming has created a letter to restaurant owners that’s in Spanish and English. Grand Haven has also created a letter in English aimed at Restaurant BMPs.
5. Looking ahead: 2024
   1. Reminder/Planning email reminders
      1. Receiving 1 email a month with material that relates to each community’s checklist. The group stated this would be helpful to break down the checklist into manageable tasks.
      2. The goal is to have reminders sent out to partners, so by the end of the year, we’re not rushing to complete the checklist.
   2. 2024 PEP Checklist
      1. Plan on getting partners the new checklist for 2024 shortly so you can check off items throughout the year.
      2. LGROW will send out the 2023 PEP Checklist again and the deadline for progress reports is February 2024.
      3. 2024 PEP Checklist will mirror 2023 PEP Checklist. 2024 giveaways still need to be updated.
   3. REMINDER: Please complete 2023 PEP Checklist and submit to Rachell Nagorsen
   4. LGROW Giveaways
      1. Slap bracelets, fliers for adults, coloring books, colored pencils, packable reusable grocery bag, lawn mowing pamphlets (review), native seed packets if accompanied by how best to plant them and will be given out during LGROW tabling events.
      2. 2024 order form will be distributed soon.
6. 2024 Events
   1. Email any upcoming events to LGROW staff by February 1, 2024.
      1. Are there any partner events that LGROW can table at in 2024?
      2. Amy: Every Thursday night in the summer at Pomona Park in Village of Fruitport: dancing, music and very popular with older generations.
      3. Justin: Parade around Memorial Day; is LGROW interested in attending and being a part of the parade to hand out material? LGROW will not likely be able to pull off parade participation by this Memorial Day, but will look into something like this in the future.
7. Resources (sticky)
   1. Dropbox Link: [MS4 Public Education Social Media + Website Materials - Dropbox](https://www.dropbox.com/sh/87butz10gwm9y21/AAAy85o28ofu0agcuClC1J-Sa?dl=0)
   2. Community Newsletter Articles: <https://www.dropbox.com/sh/38jspdlppbb5qne/AAByZAvayKbgbM3AOtDsZDwSa?dl=0>
   3. LGROW check-out catalogue for local events
      1. Adopt a Drain Kit Ready to Use
      2. Stream Cleanup Kits
      3. Activities and Games
      4. Tri-fold Display
      5. Salt Watch Kits
8. Next meeting: Wednesday, March 13, 2024 from 2:00-3:00 PM. Virtual.
   1. Be prepared to answer the question: **What is one thing you already have planned to check off the 2024 checklist?**
   2. Future meetings: April 10, August 14, October 16, November 13, 2:00-3:00 PM – Virtual until further notice

Public Education Plan: Table 1 and 3 (See [Public Education Plan](https://static1.squarespace.com/static/595e6f5a197aeaae91c1bedd/t/5f46716764d73155fa378346/1598452073064/PEP+Master.pdf) for full tables)

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