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| Small_COLOR_LGROW_Logo | **Public Engagement Committee**  **Wednesday, March 13, 2024**  **2:00-3:00 PM**  ***Virtual Meeting***  <https://us06web.zoom.us/j/81162462992?pwd=6SARbkbqCqMaTJyHxbQRd8xn93VbjF.1> |

**Minutes**

1. Welcome and Icebreaker
   1. What is your favorite pizza topping(s)?

Kate Milzarski: City of Hudsonville

Amy Koets: Kent County Road Commission

Grant Simons: City of Wyoming

Meghan Sulka: City of Walker

Justin Standt: Georgetown Township

Connor O’Brien: Kent County Health Department

Mary Gunst: Plainfield Township

Cara Decker: LGROW

Rachell Nagorsen: LGROW

Robert Cloy II: LGROW

1. [Public Education Plan Overview](https://static1.squarespace.com/static/595e6f5a197aeaae91c1bedd/t/5f46716764d73155fa378346/1598452073064/PEP+Master.pdf)
   1. Category focus: Ultimate stormwater discharge locations and potential impacts.
      1. Education on the location of residential stormwater catch basins, where the system discharges, and impacts from pollutants. (find full description under table 1 in the [PEP Plan](https://static1.squarespace.com/static/595e6f5a197aeaae91c1bedd/t/5f46716764d73155fa378346/1598452073064/PEP+Master.pdf))
         1. Storm drains connect to your local lakes and streams, not a wastewater treatment plant. PEP Plan focuses on residential education.
         2. Polluted stormwater negatively impacts water quality.
         3. Prevent pollution from entering your storm drains and protect the health of your family, community, and the Grand River.
      2. Target Audiences
         1. High priority target audiences for this topic are places that have a high potential to contribute pollutants to stormwater runoff
            1. Commercial car washes, landscaping companies, snowplow companies, power washing/paving, commercial cleaners, pool companies, etc.
      3. How are we addressing this topic?
         1. The EPA fliers for construction companies, landscapers, restaurants, auto shops, etc.
         2. Adopt a Drain
         3. Storm drain marking events (See checkout library)
2. 2024 Updated Public Education Materials
   1. DropBox + Spreadsheet
      1. How are people liking the spreadsheet?
         1. Mary with Plainfield working with communications director to print form out and edited the dates to schedule publishing on their social media.
3. Community Share
   1. What is one thing you already have planned to check off the 2024 checklist?
   2. Have you created anything that could be shared?
      1. Amy: First meeting, but likes Karrie’s idea, and will plan on doing the same.
      2. Kate: Distributing EPA sheets. Right of way permits, stormwater materials are submitted along with the ROW permits. #3 on the checklist. National Public Works week coming up in May. Will report on gameplan after utilizing the enviroscape. Looking to coordinate with the library and bring lessons learned from that meeting next month.
      3. Grant: Sending out restaurant letters tomorrow, and educational pamphlet. Next weekend tabling at GVSU and will do a groundwater demonstration.
      4. Meghan: First meeting but likes the idea from Karrie and getting a schedule of announcements sent out. Wants to work with outreach events, and how can Walker help out.
4. Social Media Sharing
   1. Show PEP committee how we link to information in the posts already, you don’t need to reinvent the wheel! LGROW tracks the visits to their website and reports numbers to EGLE.
   2. Consider telling your marketing department to re-share posts LGROW already has out there to help meet MS4 requirements.
   3. Let us know if there are any local articles about stormwater in your community
      1. Highlight recent CGR news stories ([link](https://www.woodtv.com/news/grand-rapids/grand-rapids-asks-residents-to-help-clear-storm-drains/))
5. 2024 Events
   1. Upcoming LGROW and partner events
      1. Ottawa County Water Quality Forum: Fillmore Complex, 4/12/24
         1. LGROW will share out the save the date. LGROW will be tabling.
      2. [River Rally](https://www.rivernetwork.org/connect-learn/river-rally/): Downtown GR, 5/13 thru 5/16. Events open to the public:
         1. Monday, May 13, 6-8 pm: Welcome Reception at Blue Bridge
         2. Wednesday May 15, 6-9 pm: Party at Ah-Nab-Awen Park
      3. [LGROW Spring Forum](https://www.lgrow.org/springforum): 6/13 thru 6/15
         1. Thursday, June 13th: Kick-off Welcome Party
         2. Friday June 14th, Morning: MS4 meeting
         3. Friday June 14th, Afternoon: Grand Lady Riverboat
         4. Saturday, June 15th: Kayaking and Paddle Boarding Outing
6. 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. Old but NEW!!! Enviroscape donated from Kent County Drain Commission: LGROW has this in-house, please let LGROW know when they need to use it.
      2. Adopt a Drain Kit Ready to Use:
      3. Stream Cleanup Kits
      4. Activities and Games
      5. Tri-fold Display
      6. Salt Watch Kits
7. Updates
   1. PEP giveaways:
      1. All materials delivered! We will contact you once sorted. No snap bracelets. Rachell will try to plan a road trip to get into communities throughout Ottawa County.
   2. Review [Committee Goals](https://www.lgrow.org/committees): Please read through the goals on LGROW’s website and be prepared to discuss them at the next meeting.

Public Engagement Committee Goals

* To support programs, events, materials, and activities that help communities meet the educational requirements of the National Pollution Discharge Elimination System (NPDES) stormwater permits (MS4s)
* To document successful implementation the Information and Education Plan of the federally approved Lower Grand River Watershed Management Plan
* To cooperate and collaborate with LGROW’s network to foster public education and outreach regarding shared environmental priorities.

1. Next meeting: Wednesday, April 10, 2024 from 2:00-3:00 PM. Virtual.
   1. Be prepared to answer the question: **What’s one item you avoid on the checklist and why?**
   2. Future meetings: August 14, October 16, November 13, 2:00-3:00 PM – Virtual until further notice