



Public Engagement Committee

Wednesday, April 12, 2023

2:00-3:00 PM

Virtual Meeting

<https://us06web.zoom.us/j/89772258034?pwd=d1dYa1lMbzhubmxVeWk5S3RtenYxOT09>

Agenda

1. Welcome and Introduction

- a. Vice Chair: Tyra has left Spring Lake

Natalie Davenport

Courtney Marek

Cara Decker

Matt Bain

Robert Cloy

Rachell Nagorsen

Callie Melton

Connor O'Brien

Dan Taber

Evan Canute

Grant Simons

Jacob Ureste

Kate Milzarski

Melissa Bos

Clayton Pelon

Tori Sullivan-Cortez

2. Schedule for 2023 - Meeting times 2:00-3:00 PM – Quarterly; Virtual until further notice

- a. 2023: April 12, July 12, October 11

3. Cooperating and collaborating with LGROW's network to foster public education and outreach regarding shared environmental priorities.

- a. Idea39

b. 7-person team, small but mighty - and excited to work with all of the material that LGROW put together

- c. IDEA 39 process:

i. Researched LGROW along with materials and information that Courtney provided.

ii. They want to merge Idea39 staff with their partners mission

d. Assisting in developing marketing material and a cohesive language around all materials and communications coming from LGROW

- e. IDEA39 have a timeline from 5/1 – 6/19

i. Presentation slides can be provided to committee members

4. Supporting programs, events, materials, and activities that help communities meet the educational requirements of the NPDES stormwater permits (MS4s)

- a. 2023 PEP Implementation

i. Summer Tips + social media plan available in the Dropbox

ii. <https://www.dropbox.com/scl/fo/wbievbzb440vk1242t5dc/h?dl=0&rlkey=ro6wff3zyh36x730ji98sgjyvp>

iii. Kiosk Flyer and Signs

1. Idea39 for marketing materials

2. Courtney will send drop box links to attendees and connect with partners for a marketing team

iv. EPA Targeted businesses/groups

<https://www.dropbox.com/scl/fo/zrtmvpbap7nbla2g9oz/h?dl=0&rlkey=f9nt72eelbalusv1hq6xwxfr>

1. Flyers created by EPA targeted towards specific businesses

2. If Partners need more printed materials – reach out to LGROW
 3. If you are ms4 community and fill out check list and report, these materials are free to use.
 4. Auto Shops
 - Construction Crew
 - Construction in your Neighborhood
 - Lawn Care
 - Parking Lots
 - Restaurants
- b. 2023 Giveaway Materials
- i. Giveaway Ideas
 1. Pet waste bags
 2. Coloring books
 3. Colored pencils
 4. Foldable LGROW bags
- c. Check out catalogue
- i. Partners to let LGROW know if any of these catalogue materials need to be lent out
 - ii. LGROW will also help fulfil the PEP checklist
 - iii. Adopt a Drain Kit Ready to Use
 - iv. Stream Cleanup Kits
 - v. Activities and Games
 - vi. Tri-fold
- d. Outreach
- i. LGROW & your events
 - ii. White Caps
 - o May 25, Bark in the Park
 - o Let Courtney know and she will sign you up
 - iii. Newsletter,
 - o LGROW written blogs
 - o Community newsletter schedule
 - o New newsletter about pet waste
 - o <https://www.dropbox.com/sh/38jspdppbb5qne/AABYzAvayKbgbM3AOtDsZDwSa?dl=0>
 - o One of LGROW requirements are to provide materials for different communities to use
 - o LGROW posts once a month for blogs, blogs will be put into dropbox if material works for community, or communities can reach out to tailor the messaging for each location.
 - o Lgrow can create an article and share it in the drop box
 - o Kate m: LGROW also created QR code for watershed knowledge quiz – they're looking to roll it out this summer for this community.
 - o Rachell: will there be an updated checklist sent out?
 - o Courtney: there will be an updated checklist at the MS4 portion of the forum
 - iv. Outreach Flyers
 1. Pool Flyers
 2. Managing Lawns
 3. Parking Lot Pollution
 4. Put Waste in its Place
 5. Stop the Salt Assault
 6. <https://www.dropbox.com/scl/fo/usf3gg567q1kiforpzac3/h?dl=0&rlkey=awetx3zpc9i4qir0z8919b1>

5. Documenting successful implementation, the Information and Education Plan of the federally-approved Lower Grand River Watershed Management Plan.

- a. Round Table (Winter/Spring Events)
 - o Upcoming events for the community to keep on our radar:
 - o Gaines – will pass along info if anything comes along

- o Dan T: City of Gr had their metrics at the home show and shows that its working
- o Grand Rapids Public Museum has event coming up related to the Grand River
- o Interactive family event for tabling for watershed.
- o Grand Haven: Lakeshore celebration for Earth Day at Central Park in Grand Haven – reached out to LGROW for us to share on our social media
- o Kallie Melton: Has LGROW ever partnered with the conservation districts for their farmer field days?
- o LGROW attends farmer field days as participants
- o Clayton working with Groundswell and the Student Showcase having students present what they learned throughout the year. All are welcome to come.
<https://www.gvsu.edu/groundswell/module-events-view.htm?siteModuleId=A9614964-BBFC-4DCA-6DEF06E93DE93104&eventId=258AF074-B626-D6DD-0DD38238C2837366>

b. LGROW Committee Updates

i. Technical

- a. Food truck waste and where they can go with that, wyoming nor Grandville allow that type of waste, but there's no place for the food truck waste.
 - i. New food truck court coming to Bridge street – Dan Taber worried about their waste plan.

ii. Sustainability

- b. Dan: WMSBF sustainable agriculture past event was a hit – made connections with meijer's farm to table producers

iii. Subwatershed

- c. Previous meeting at jamboree – moving forward, grant opportunities will be coming up, get as many stream cleanups as possible on the calendar
- d. 1 stream clean-up a month, starting in May
- e. Leaning on subwatershed groups to engage and outreach with their community to get people signed up

iv. SWOrd

- f. All MS4 permit requirements were submitted last week – waiting on EGLE to review them
- g. Rest of EGLE audits will be in the LRGW – stay tuned as LGROW moves through the audit process. Will be a similar scenario to what Ottawa County went through (multiple EGLE staff present at audits)

Other Discussion Items:

- Grant: how are other communities sending out materials for business education outreach
- Cara: we need to work on educating business owners, without reprimanding them.
 - o LGROW will come up with materials but will be leaning on the MS4 communities for outreach in their communities.
 - o We should dedicate time on the next agenda to talk about how we're going to do that
- Kate: Requested some data from restaurants in the city, then send a plan mailer for educational purposes
- Courtney: Once we get the materials, how can each community use them.