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| Small_COLOR_LGROW_Logo | **Public Engagement Committee**  **Wednesday, November 15, 2023**  **2:00-3:00 PM**  ***Virtual Meeting*** <https://us06web.zoom.us/j/83443945193?pwd=Q3ZRTnFtUVZlYzZKeW16bDdWNGYzZz09> |

**Minutes**

1. **Welcome and Introductions**

LGROW Staff Change: Wendy Ogilive, Courtney Marek, & Senci Pace-Monasterski

New Environmental Programs Director: Cara Decker

New Stormwater Programs Manager: Rachell Nagorsen

New Chair: Kate Milzarski, City of Hudsonville

Intros:

* Kate Milzarski—City of Hudsonville
* Doug Lafave – East GR
* Grant Simons – City of Wyoming
* Brent Geurink – City of GR
* Evan Canute – Ottawa County Water Resources Commission
* Matt Deruiter – GVSU
* Amy Haack-Village of Fruitport
* Justin Stadt – Georgetown Township
* Jessie Schulte -Kent Conservation District
* Cara Decker—GVMC/LGROW
* Robert Cloy II—GVMC/LGROW
* Rachell Nagorsen—GVMC/LGROW

1. **Supporting programs, events, materials, and activities that help communities meet the educational requirements of the NPDES stormwater permits (MS4s)**
   1. How can we better support your community wrapping up 2023 and moving into 2024?
      1. How can we encourage communities to be more active?
         1. Reminders would help communities stay on track with the checklist.
         2. Some communities don’t have marketing departments so reminders and content would be helpful.
      2. What would you like to see from us in 2024?
         1. Greater variety of educational materials and topics
         2. More connections between MS4 communities to share information.
   2. What kind of assistance would be helpful between meetings?
      1. Curated assistance to meet PEP requirements in your community.
         1. Send out reminders or “Hot Tips” to communities that include the dropbox link, seasonal tips, and what they can be focusing on from the checklist each month.
         2. LGROW staff will need to work on how to efficiently create and send out a regular newsletter.
      2. Connections between communities working on similar projects/initiatives.
         1. Grant with Wyoming has created two letters targeting fertilizer application and autobody shops and will share these with Kate. Kate will share a letter targeting restaurants with Wyoming.
         2. DropBox has business-specific fliers: reach out to LGROW staff if you’d like any of the content to be updated with community-specific information.
         3. Please share any content you created for your community with the group!
         4. Try to remove silos between communities-don’t need to wait for PEP meetings to share information with each other.
   3. Dropbox Link
      1. [MS4 Public Education Social Media + Website Materials - Dropbox](https://www.dropbox.com/scl/fo/pah6eub8fz45g3blyvbxp/h?rlkey=ehiu804yrbrk4tbqekruqv6gh&dl=0)
      2. Reshape social media content: interactivity
      3. Community content creators
   4. 2023 PEP Implementation
      1. It’s not too late to meet PEP requirements, how can we help?
         1. Some PEP activities don’t work in some communities, like a GI tour in Wyoming.
            1. LGROW helps to cover these types of PEP activities as part of the overall PEP plan. What LGROW provides vs. what communities accomplish is described in Table 3 of the EGLE approved [PEP Plan](https://static1.squarespace.com/static/595e6f5a197aeaae91c1bedd/t/5f46716764d73155fa378346/1598452073064/PEP+Master.pdf).
      2. Post to social media, mail out EPA tip sheets, include flyers with business licenses, ROW permits, etc.
         1. Connections within municipalities
            1. Hudsonville includes business-specific fliers with business licenses.
            2. Fruitport keeps pamphlets by their main counter so when people are in to get materials from the Village they will also see the pamphlets.
   5. Share with us activities your community has completed over the past several months to meet PEP checklist actions.
      1. Grant with Wyoming participated in a Buck Creek cleanup with Friends of Buck Creek. Event was marketed via social media and Friends group members with fliers in local businesses.
      2. Amy with Fruitport added LGROW and household hazardous waste information on their new [website](https://www.fruitportvillage.com/watershed/). Check it out!
      3. Plan to keep this a standing agenda item: keep in mind any PEP checklist items your community has accomplished for future committee meetings to share.
   6. LGROW check-out catalogue: LGROW can help distribute these if your community wants to host an event. Any event using these will count toward your public education requirement.
      1. Adopt a Drain Kit Ready to Use
      2. Stream Cleanup Kits
      3. Activities and Games
      4. Tri-fold Display
      5. Salt Watch Kits
   7. Outreach
      1. Newsletter
         1. LGROW written blogs
         2. Community newsletter schedule <https://www.dropbox.com/scl/fo/lrnsm57ei9ek3t0vl24mo/h?rlkey=zz2gbsa9wva5iadrmi252x8v1&dl=0>
      2. Flyers
         1. Pool Flyers, Managing Lawns, Parking Lot Pollution, Put Waste in its Place, Stop the Salt Assault
         2. Letter templates to help distribute
         3. <https://www.dropbox.com/scl/fo/usf3gg567q1kiforpzac3/h?dl=0&rlkey=awetx3zpct9i4qrir0z89l9b1>
            1. Updated fliers will be shared at the next committee meeting or via email.
2. **Cooperating and collaborating with LGROW’s network to foster public education and outreach regarding shared environmental priorities.** 
   1. LGROW Giveaway Ideas
      1. Popular Giveaways
         1. Ex. Dog Waste Bags
            1. These are a good giveaway item that grow engagement and outreach.
         2. Order forms will be distributed in early 2024 so communities can order what they want for their events that year.
      2. Ideas for upcoming 2024
         1. Ex. Pens / Notepads with Branding
         2. Potential giveaway materials for 2024:
            1. Slap bracelets-kids love them.
            2. Fliers for adults.
            3. Coloring books
            4. Colored pencils

These were distributed with the coloring books last year and popular at Grand Rapids’ events.

* + - * 1. Packable reusable grocery bag
        2. Review lawn mowing pamphlets

Can these be updated? Does the group want us to print them?

* + - * 1. Possible native seed packets?

Include a card that has site preparation/planting tips so people have success.

Include QR code that directs to more detailed information, benefits of native plants, maybe a feedback survey?

* + 1. What kind of items would you like to see for your communities?
       1. Lawn mowing pamphlets.
          1. “No Mow May” controversial and communities were hesitant to support. Plenty of other lawn mowing, fertilizing, clipping disposal tips that benefits the Grand River and could be included in an updated pamphlet.
  1. Review the final copies of the new LGROW Marketing designed by Idea39
     1. Brochure, Tips Card, Trifold, Kiosk Sign
        1. These will be printed for the 2024 giveaway season and/or available for use at events (trifold).
        2. Brochures will be shown at next meeting and/or emailed to partners for review.

1. **Documenting successful implementation, the Information and Education Plan of the federally-approved Lower Grand River Watershed Management Plan.** 
   1. Round Table (Summer Events)
      1. Email any upcoming events to LGROW staff so we can put it on our calendars.
         1. Amy with Fruitport talked about Pamona Park and several events that happen there throughout the year with a variety of audiences. Will send dates of 2024 events that may be a good fit for LGROW tabling.
      2. LGROW can send staff to different events if the dates are sent ahead of time.
   2. LGROW Committee Updates
      1. Updates will be included in upcoming meetings-discussed 2024 schedule instead.
2. **Schedule for 2024** - Meeting times 2:00-3:00 PM – Virtual until further notice
   1. Adding in two additional meetings throughout the year. Taking a break over the summer.
   2. 2024: January 10, March 13, April 10, August 14, October 16, November 13
      1. Committee supported these events. LGROW will send out calendar invites soon.

**Adjourn: Next meeting scheduled Wednesday, January 10, 2024**

*Meetings will be virtual until further notice; Will update calendar invite if this changes.*