



GRAND VALLEY METROPOLITAN COUNCIL

ADA TOWNSHIP ○ ALGOMA TOWNSHIP ○ ALLENDALE TOWNSHIP ○ ALPINE TOWNSHIP ○ BELDING ○ BYRON TOWNSHIP ○ CALEDONIA ○ CALEDONIA TOWNSHIP ○ CANNON TOWNSHIP ○ CASCADE TOWNSHIP
CEDAR SPRINGS ○ COOPERSVILLE ○ COURTLAND TOWNSHIP ○ EAST GRAND RAPIDS ○ GAINES TOWNSHIP ○ GEORGETOWN TOWNSHIP ○ GRAND RAPIDS ○ GRAND RAPIDS TOWNSHIP ○ GRANDVILLE
GREENVILLE ○ HASTINGS ○ HUDSONVILLE ○ IONIA ○ JAMESTOWN TOWNSHIP ○ KENT COUNTY ○ KENTWOOD ○ LOWELL ○ LOWELL TOWNSHIP ○ MIDDLEVILLE ○ NELSON TOWNSHIP
OTTAWA COUNTY ○ PLAINFIELD TOWNSHIP ○ ROCKFORD ○ SAND LAKE ○ SPARTA ○ TALLMADGE TOWNSHIP ○ WALKER ○ WAYLAND ○ WYOMING



Public Engagement Committee
Wednesday, November 18, 2020
2:00-3:30 PM
Virtual Meeting

<https://global.gotomeeting.com/join/680644445>

Minutes

1. Welcome and Introductions + Icebreaker
 - a. Eileen Boekestein (LGROW), Courtney Cromley (LGROW), Kelsey Sloan (Kentwood), Cara Decker (LGROW), Rachell Nagorsen (Walker), Peter Klooster (Wyoming), Dan Taber (Grand Rapids), David Johnson (East Grand Rapids), Hannah Mico (River Network), Shany Viars (American Rivers), Mary Gunst-Trapp (Plainfield), Brendan Earl (Kent Co Health Department), Ken Yonker (Kent County Drain Commission)
2. Agenda Review and Meeting Purpose: New PEP Implementation in 2021
3. Schedule for 2021 – Meeting times 2:00-3:30 PM – Virtual until further notice
 - a. **Discuss Moving to Quarterly Schedule:** January 13, April 14, July 14, October 13
 - i. This better aligns with seasonal messaging and work. We will provide resources for public education around the next season at each meeting (i.e. spring resources available at January meeting)
 - ii. We can always add an additional meeting if needed.
 - iii. Committee agreed to try a quarterly schedule for 2021. Eileen will send meeting invites by the end of November.
4. **Cooperating and collaborating with LGROW's network to foster public education and outreach regarding shared environmental priorities.**
 - a. LGROW's Guiding Principles updated to better integrate equity, diversity, and inclusion
 - i. LGROW will send the updated Guiding Principles document with meeting minutes for committee to review and provide comments. This will be put in front of the Metro Council Board in February.
 - ii. Please review the Public Engagement Committee section of the Logic Model in this document.
 - b. Grand River Rainscaping for Business program in partnership with American Rivers
 - i. See 6a Partner Success Story
 - ii. Committee would like flyers to give to local business more information on the Rainscaping for Business program. Cara and Shany Viars will share info as available
 - iii. Suggested getting the program in front of boards and planning commissions.
 - iv. This program can help meet some of the business outreach requirements in the updated PEP

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

- a. How will we implement the new PEP, beginning in 2021?
 - i. New: PEP Implementation Checklist
 1. New plan was approved by EGLE in July 2020.
 2. New reporting checklist will be given in the beginning of the reporting cycle. This will clearly show MS4 Community requirements for implementing the PEP at the beginning of the year instead of having to look back at the end of the year. The checklist will be updated each year to reflect the required activities that align with focused priorities the Committee chose for that year. Communities can check off boxes as they complete the activities and turn in at the end of the year as a part of their MS4 progress report.
 3. **Please review attached PEP Implementation Checklist and Social Media Report forms and provide feedback to Eileen before Christmas.** We will begin using this form in January.
 4. MS4 logbooks will go out in January for the reporting period covering August 1, 2019 – December 31, of 2020. EGLE has changed our reporting schedule to a calendar year, so this longer period catches us up to the new schedule. Future reports will be on calendar years, with reports submitted to EGLE in April of the following year.
 - ii. New reporting measures and process
 1. Committee response to the new checklist: This report is simpler and clearer, but many communities were unable to complete normal required activities due to COVID restrictions and limitations. How will we address this in the next report?
 2. Cara and Eileen will assist with filling this form out for the previous reporting period and will adjust the title of the form for 2019-2020 to say "Prioritized Activities" instead of "Required Activities." We will also provide information to EGLE on LGROW activities during this timeframe that meet PEP goals.
 3. If your Community is able to fill out what you plan to do in the coming year to meet these goals, include that in your reporting form as well.
 4. The form has a free text box at the end where Communities can also write what challenges they faced and what they were able to do during COVID shutdowns. EGLE is aware of the difficulties Communities face in implementing public outreach during this time and is willing to work with us. Cara and Eileen will continue communicating with EGLE on your behalf during the reporting process.
- b. 2021 PEP Focused Message remains: Waste Management Assistance
 - i. Most communities still have their giveaways from last year, so we will continue the focus on this PEP area and hand those out in 2021.
 - ii. Contact Courtney if your Community would like to reschedule a Green Cleaning class in 2021: Courtney.cromley@gvmc.org. We can also do a virtual class where participants pick up a kit curbside.

- c. Winter Messaging – What does your community need/want?
 - i. www.lgrow.org/ms4information
 - ii. Winter 2020/2021 Social Media plan and content is complete for communities: <https://www.dropbox.com/sh/87butz10gwm9y21/AAy85o28ofu0agcuC1J-Sa?dl=0>
 - 1. This includes pre-written social media posts formatted for Facebook, LinkedIn, and Instagram. Excel file has all the text and the folder has all the images. Spanish translation is in process and will be added to Dropbox when complete.
 - iii. Newsletter articles are also located in the above Dropbox
 - iv. Please send the contact information of your social media person to Eileen if you haven't already. She will send them the social media seasonal plan this week.
 - v. Michigan Winter Road Maintenance Manual: <http://miwintermaintenance.weebly.com/manual-and-presentation.html>

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

- a. Partner success story: ***Shanyn Viars, American Rivers: Rainscaping for Business***
 - i. LGROW and American Rivers are expanding the LGROW residential Rainscaping program to local businesses in order to help them manage storm water and beautify the community in areas with high amounts of impervious surface.
 - ii. Businesses will benefit from enhancing the community's amenities and greenspace. There is financial incentive as well.
 - iii. American Rivers is working with LGROW on a pilot project with several businesses in Grand Rapids but are looking to expand to other communities.
 - iv. One example is a business that wanted to beautify the area. They installed curb cut rain gardens in front their business, which has boosted the start of a nonprofit, Grandmas to the Rescue, that is working on community gardens throughout the neighborhood.
- b. LGROW Committee Updates:
 - i. Technical
 - 1. Next meeting is December 16, 2020. TMDL implementation plan will be discussed. Peter Klooster is taking over as Chair.
 - ii. Sustainability
 - 1. Dan Taber is the new chair. RCPP grant and watershed resilience plan were all discussed. We have potential funding for the Water Trail.
 - iii. Subwatershed
 - 1. The last meeting was a grant writing workshop.
 - iv. Stormwater Ordinance (SwOrd)
 - 1. Next meeting is December 14th, 2020. Working on the LGROW design spreadsheet.
- c. Other Partner Updates

7. Upcoming Watershed Events

- a. 2021 LGROW Spring Forum Watershed Celebrations – Opportunity to participate

- i. Next Forum will be an interactive 10-day opportunity from June 10th to June 20th 2021.
- ii. Please look at your communities' summer schedule and let us know if your community would like to get involved. It will include a variety of opportunities for the public to interact with successful watershed projects, volunteer opportunities, learning events, and activities that build connections to the watershed.
- iii. Assume that we will need to observe limited group sizes, social distancing, and masking and plan activities accordingly. We can always open the activities up if restrictions are lifted at that time. Emphasis is on outdoor activities but not required.
- iv. We want to highlight our partnerships, so if your community has an existing event that could take place during this time as part of our Forum OR if you want to develop something new, please contact Cara, Eileen, or Courtney to discuss.

Adjourn: Next meeting scheduled January 13. 2-3:30pm **virtually until further notice**