

Richland Countywide Stormwater Consortium

Meeting Agenda

Wednesday, January 11, 2012
10AM – 11:30 AM
Arcadia Lakes Town Hall
6911 N. Trenholm Rd., Suite 2

Type of Meeting: Continuing Development of Stormwater Education Plan and Decision-Making for the Richland Countywide Stormwater Consortium

Meeting Facilitators: Mary Nevins, Clemson Carolina Clear & Keith Anthony, Richland County DPW

10:00-10:10	Welcome & Meeting Purpose	Mary Nevins
10:10-10:20	Keep the Midlands Beautiful Update	Jacqueline Buck - KMB Executive Director
10:20-10:30	Outreach Activity Updates	Mary Nevins
10:30-11:25	3-Year Education Plan Discussion	All present
11:25 – 11:30	Wrap-Up	Mary Nevins



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Notes from the Meeting

Attendance:

Christine Murphy	Town of Arcadia Lakes
Jacqueline Buck	Keep the Midlands Beautiful
Bill Stangler	Congaree Riverkeeper
Keith Anthony	Richland County Stormwater
Chanda Cooper	Richland County Conservation District
Pamela Greenlaw	Gills Creek Watershed Association
Katie Giacalone	Carolina Clear
Mary Nevins	Carolina Clear

Minutes:

The meeting began with a review of recent and upcoming education activities.

Recent Events

- Richland County Recycles Day – Nov. 12, Clemson Sandhills REC
- Cleanups through Sustainable Carolina & Net Impacts – Nov. 13, Rocky Branch & Gills Creek. The Gills Creek cleanup location will be near the old Taco Bell across from K Mart on Devine Street. Reception at Green Quad following.
- Development Symposium: Planning regulations review – Nov. 18, Midlands Tech
- Project Learning Tree Teacher Workshop – Nov. 18, Heathwood Hall Academy
- Gills Creek Watershed Association presentation to County Council on the grant they received from AT&T for their iPhone ranger program – Nov. 15, Richland County Administration Building

New Resource Available

- Fats, Oils and Grease (FOG) Management website – Target audience is restaurant owners, and a pilot project of education materials is being conducted, primarily in the Charleston area, but we could also incorporate Richland County businesses.
 - http://www.clemson.edu/public/carolinaclear/what_you_can_do/rest_owner.html
 - Keith Anthony reported that restaurants in Richland County have not been a problem thus far, and apartment complexes are the primary concern.
 - Pam suggested potentially working with community partners, careful not to duplicate efforts being done by the city

Upcoming Events

- Food Truck Rodeo to Benefit Gills Creek Watershed – Jan. 14, Crosshill Market
- GCWA Adopt-a-Highway – Jan. 21, South Beltline Blvd.
- Keep the Midlands Beautiful Meet & Greet – Jan. 26, Greater Columbia Chamber of Commerce. The public is invited to meet the new Executive Director Jacqueline Buck.
- Enviroscape presentations for schools – Catawba Trail Elementary: Tuesdays Jan. 31 - March 6
- Congaree Riverkeeper's River Rocks – April 14th
 - Will have EcoTent from 10:00-1:00 and are looking for presenters to give environmental demonstrations, about 20 minutes in length. Mary volunteered to host a booth in the EcoTent. Other partners who want to participate should coordinate efforts to avoid duplication.

- The event will have bands, stand up paddle boarding race, white water kayak race, and possibly hot air balloon!
- Mary is willing to represent consortium at spring and Earth Day activities in March, April and May. Please let her know ahead of time— three Saturdays and two Sundays are already booked!

Ongoing Projects

- I-Phone Ranger program
- Summer Celebration of Water – Aug. 25th, in planning
- 4-H2O youth programs – June 11-15 and 25-29: both will most likely be at Lake Murray, in planning
- Public Service announcements for Richland Co Television YouTube – scripts being written
- Business Recognition Program – developing logo and promotional materials

Keep the Midlands Beautiful Update

New Executive Director Jacqueline Buck gave the group an update on KMB's current programs and direction for the future. KMB will continue to maintain their strong list of core programs, including Adopt-A-Highway, Adopt-A-Waterway, Grinding of the Greens, and Green Drinks. Their next goal will be to expand their beautification efforts. They will be working on the redesign of the ingresses into the City of Columbia along I-126 and at the airport. They intend to develop a program for Arbor Day. KMB also hope to more closely involve Chamber of Commerce members in its programs.

KMB is currently selecting sites for its "Good Clean Fun" Saturday clean-up programs. Three will be held in Richland County, three in Lexington County, and three in the City of Columbia. They also host a Clean-up with the Cops event. Keith Anthony with Richland County mentioned that he had several locations that need attention that could recommend.

KMB has released the second poster in its "We Like it Hot, Not Trashy" campaign. They are also looking for new partners and grant opportunities. RCSC welcomed Jacq, and expressed interest in helping with current and future projects however we can.

Congaree Riverkeeper Update

The new Congaree Riverkeeper Bill Stangler also gave a brief update on the Riverkeeper's activities. They are currently partnering with GCWA on writing a grant to fund a monitoring program. The program will fill in the gaps of SCDHEC and Richland County's current monitoring efforts. They are working increasing their outreach efforts. RCSC welcomed Bill, and are happy to assist with developing outreach programs and providing materials.

"Partners for Healthy Watersheds" Business Recognition Program Update

- Logo: two designs were presented with two versions of each (at end of document). The group agreed that the first design, showing a circle with the outline of the county inside and the three rivers labeled. Several adjustments to the logo were suggested. These will be sent to the designer who is a Carolina Clear intern.
 - Need to move rivers to be along west county border
 - Have just the county colored in to make it stand out more
 - Make sure lettering for rivers stands out.
 - Keith stated that Srinivas would like to incorporate the Richland County logo within this one. Mary was concerned that it would be too small to be recognizable, and a better option would be to include the Richland County logo elsewhere on marketing materials.
- KMB would like to partner on promoting recognized businesses
- Mary stated that this effort is different than others because the focus is strictly water quality

- Discussed different organizations to partner and promote with, including apartment complexes, congregations, etc.
- A draft brochure was presented. Pam Greenlaw would like to see drinking water and the “downstream” concept both included in the brochure. The brochure should appeal to all potential participants, not just businesses. Another option is to have separate brochures for congregations, apartments, etc.
- Discussed annual trainings, which are a mandate of being certified. We could offer to conduct the trainings for the businesses. Potentially, partners could act as a speakers’ bureau to offer a consistent presentation or training to businesses in the program. Would be able to work together, make contacts with businesses, etc. Keith mentioned creating an intro video that could be provided.

3-Year Strategic Plan Discussion

- Timeline for the strategic plan
 - Complete the Strategic plan by June 2012
 - Year 1: June 2012 – June 2013
 - Year 2: 2013-2014
 - Year 3: 2014-2015
- According to a survey of the group conducted in July 2011, bacteria and sediment were identified as priorities 1 and 2 (also agrees with Richland County water quality monitoring results),
- Secondary priorities identified are FOGs, nutrients, and toxic contaminants (survey responses only); also based on survey, contributing problems to water quality, SSOs, pet waste, reducing imperviousness and construction runoff were selected.
 - Pet waste may be dropped as a priority from the strategic plan, because our pet waste program is well established. This would be done with the understanding that current pet waste initiatives would continue for priority audiences.
- Audience analysis: Homeowners (top priority), second is businesses and third voted was contractors/developers (engineers were separate).
 - Elected officials were included as the all-encompassing audience to educate towards addressing all issues in the county.
 - For developers, Mary suggested erosion control practice installation seminars, post construction workshops
- Objectives suggested were as follows, with example steps, are listed below.
 - Increase public understanding of stormwater runoff, pollution sources and solutions.
 - Increase implementation of Carolina Yards program.
 - Enviroscape-style presentations.
 - Pet waste campaigns.
 - Educate and encourage Richland County Council to protect water resources.
 - Encourage LID through ordinances
 - Strengthen regulations and enforcement concerning proper use of BMP’s and sediment management
 - Reduce sediment leaving construction sites.
 - Training on correct BMP usage for professionals
 - Increased reporting of violations by general public.
 - Stronger ordinances and enforcement by elected officials.
 - Reduce bacteria entering streams from human sources (septic tanks and sanitary sewer overflows).
 - Pet waste was dropped as a priority bacteria source for the purpose of this plan.

- Encourage low impact development to reduce impervious surfaces.
- Next Steps:
 - Prioritize objectives in the order that we'd like to see them completed.
 - Assign steps for each objective.
 - Assemble a time line for completion of each objective and its steps within the three year time period.

Business Recognition Program Draft Logos

1-1



1-2



2-1



2-2

