

# **Sumter & Carolina Clear Partnership – Overview & Education Plan Development**

## **Meeting Agenda**

Monday, August 10, 2009

10 AM – 12 PM

North Hope Center

904 North Main St

Sumter, SC 29150

*Purpose of Meeting:* Development of the local stormwater education plan and documenting decision-making for the Sumter-Carolina Clear education partnership

*Meeting Facilitators:* Mary Nevins & Katie Giacalone, Clemson Carolina Clear

---

1:00-1:10	Welcome & Meeting Purpose  Introductions	Mary Nevins, Clemson's Carolina Clear
<hr/>		
1:10-1:20	Outreach Activity Updates	All present
<hr/>		
1:30 – 2:15	Education Plan Updates & Round Table Discussion of Stormwater Outreach in Sumter County and City	<b><i>All should participate!</i></b>
<hr/>		
2:15 - 2:45	Logo Design, Mission and Goal Statements	Mary Nevins & Katie Giacalone, All present
<hr/>		
2:45 – 3:00	Partnerships, Mass Media, & Next Steps	Mary Nevins

---

### **Sumter Meeting Minutes**

8/10/2009

#### Attendance

Mary Nevins	Clemson	Erica Huggins	BP Barber
Charles Holmes	Sumter Planning	Peter Wilson	Sumter County
Kimberly Arrington	Sumter Conservation District	Karen Hyatt	Sumter County
Teige Elliot	City of Sumter	Eddie Newman	Sumter County
Mark Bruce	Santee Riverkeeper	Gary Mixon	Sumter County
Pearce Atkins	Sumter Conservation District	Amanda McNulty	Clemson

Meeting began approx. 10:20 with lots of new arrivals.

Mary reviewed recent events, reporting. Will send activity reporting form to list with follow up.

Mass media: billboards coming soon, Time Warner Cable spots for the next 4 weeks, 20 per week.

Charlie Holmes:

- Countywide watershed plan grant; watershed brochures
- New stormwater plan, unsure if it will work into ordinance; finished by next week; very forestry based; tri-fold will be produced for general public
- Not on listserv?

Pierce Atkins:

- Technical luncheon for local engineers
- Want to have LID discussion and green infrastructure
- Previously held a meeting on pond construction, to address water quality issues
  - Mary will contact Peter Wilson to get numbers in database
- Working on symposium, topics and times, for early fall – includes common sense stormwater controls
  - With SC Water Conservation, Lexington and Richland counties
- Just commissioned a low impact parking lot with vegetated swales – Teige and Pierce will keep us tuned in if there is any education opportunities

County Fair coming up

- Tues thru Sat: ending Oct 3<sup>rd</sup>; NRCS and SCD will have a booth in Ag bldg;
- Last year SCD did water quality
- Can discuss with Kim opportunity to man the booth or make a presentation

Eddie Newman

- Ditch mitigation plan – Eddie will fill us in on what this means and how we might be able to help.

Gary Mixon

- Missed the opportunity for tax bill insert, but follow up with him in October/November for next mailing
- City and County Liaison meetings, perhaps a presentation in the fall
  - 10-minute intro would be the best start in the fall
  - Followed by a planning toolbox presentation

Target pollutants:

- Need to look more into TMDLs, problems identified by DHEC
- Initiating with general stormwater awareness

Technical audience:

- Pierce mentioned a full day workshop, with speakers from manufacturers with field time

- Focus shifted to breakfast series, monthly or bi-monthly with speakers – Coffee and Conversation mentioned to save costs on Danish, etc.
- Also, have county or city feedback on what they need to do to comply
  - Location: commerce building and training room
- When talking about private sector, need to start with chamber. Just one Chamber Board, meet monthly, make a presentation regarding our technical audience outreach campaign. Set up presentation with Grier Blackwelder.
  - Recommendation made to have a presentation to statewide chamber to gain program credibility
- Tech colleges: wealth of volunteers; look for speakers, participants in stormwater breakfast series. Eddie named someone who is now retired, but the program may still exist. Excellent venue potential too.

#### Master Gardener Meetings:

- Some are members of HOAs, and therefore, have a great potential to get the word out.

#### Schools:

- Kim has programs initiated – learning about Ecosystems, Carolina Coastal Adventure. Targeted to teachers, then funneled to students.
- Envirothon – at Sandhill in spring.
- Mini-Envirothon in the potential planning process for Districts 2 and 17 for a mini to go to the state competition. Looking to set up for next year. One subject could be water quality or stormwater.

#### Riverkeeper:

- 5-6 months old program; patrolling, presentations at Lake Marion to boaters
- Katie will send Riverkeeper Coast-A-Syst

#### Consortium Activities:

- Bimonthly meetings, especially if breakfast series is bimonthly, we can discuss each series a month in advance together.
- Logos: something that echoes patriotism may be a selling point for the public; using an “S” out of the faucet or spiraling down a drain.
- Name: Sumter Stormwater Aware! Or other ideas....everyone should send Mary their name ideas by Friday. Amanda suggested a tag line of “No drop left behind.” Sumter Stormwater Savvy is another recommendation. Sumter Stormwater Education Consortium is out now. Mary will summarize names, survey next week before going to the graphic artist. That way, City can have a chance to weigh in.
- Goals & Objectives: Mary will send a survey monkey to modify the goals and objectives according to the Consortium’s needs.

#### Education Partners:

- Ag Education programs could be key players – two teachers, but they have classes during the day.

- Science Education Coordinators – let’s try to bring them in, though, Kim could also be a liaison to the teachers. See if the two could participate and attend; they could lend some ideas to the table.
- Having the meeting at the tech school or career center may involve the schools in a more meaningful way.