



Sumter Stormwater Solutions

Meeting Agenda

Wednesday Sept. 20, 2011
1:00 PM – 3:00 PM
North Hope Center
904 North Main St
Sumter, SC 29150

Purpose of Meeting: Continuing Development of Stormwater Education Plan and Decision-Making for Sumter Stormwater Solutions

Meeting Facilitator: Mary Nevins, Clemson Carolina Clear

1:00 – 1:10	Welcome & Meeting Purpose	Mary Nevins, Carolina Clear
1:10 – 1:15	Outreach Activity Updates	All present
1:15 – 1:30	Year 3 Annual Report	Mary Nevins
1:30 – 2:00	Radio PSA with Miller Communications - Update and Discussion	Mary Nevins
2:00 – 2:45	Year 4 (2011-2012) Education Plan Development	All present
2:45 – 3:00	Wrap-up	Mary Nevins

Visit us on the web at www.clemson.edu/carolinaclear/sumter

Notes from the Meeting

Attendance:

Alfred Conyers	Sumter County
Elizabeth Ervin	Sumter County
Dan Geddings	Sumter County
Teige Elliot	City of Sumter
Josh Castleberry	Central Carolina Tech
Mary Nevins	Carolina Clear

Recent events

- Rain Garden Planting – Aug. 12 & 16, Patriot Park
- River Sweep Clean-up – Sept. 17, Sumter Mall

Upcoming events

- Presentation to Chamber of Commerce Environmental Committee, Sept. 22, Sumter Chamber building
- Rain Garden Workshop, Sept. 23, Swan Lake Visitor Center, with tour afterward at Patriot Park
- Sumter County Fair, Sept. 27-Oct. 2
- Radio PSA with Miller Communications

Year 3 Annual Report

The 2010-2011 annual report needs to be completed before Thanksgiving. Please send information on any activities related to stormwater education from the past year (Oct. 2010 – Sept. 2011) to Mary. Copies of the most up to date education plan were distributed, and everyone was asked to check for any missing activities, and send that information to Mary. Pictures and quotes are also welcome.

Radio Public Service Announcement Discussion

After reviewing the text transcript and audio file for the PSA developed by Miller Communications, the group agreed that serious revisions were needed. Mary had already discussed concerns with Chase Evans, who agreed that we could go to a 60 second message for no additional charge. The group drafted a new version of the PSA, correcting several errors and emphasizing our main points more clearly. Mary will send a final draft of the commercial to the group for approval, then forward it to Chase Evans with Miller Communications for production.

Year 4 Education Plan

We discussed activities for inclusion in the 2011-2012 Education Plan. Our priorities remain the same as in the previous years: illicit discharge, litter prevention, and increasing infiltration. We still need effective ways to target businesses. The county continues to work on developing a system for giving credits on the stormwater utility fee based on implementing BMPs that increase infiltration beyond the minimum requirements. When the credit system is ready to be put in place, communication of this information to the public will be crucial. We will hold a seminar for the businesses and industries to inform them on how to apply for the credit, and what qualifies. Either in the same seminar or in subsequent seminars, we will give more specific information on BMPs that would qualify for the credit and how to implement them. The Soil and Water Conservation District still would like to hold a stormwater basics workshop focusing on establishing grass at new construction sites. The storm drain marking program has had a slow start, and new marketing for this may be necessary.

Mary will draft a Year 4 Education Plan to be reviewed and completed at the next meeting.