

Sumter Stormwater Consortium

Meeting Agenda

Wednesday, October 21, 2009
10 AM – 12 PM
Sumter County Public Works
1289 North Main Street
Sumter, South Carolina 29153

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, Carolina Clear
1:10-1:20	Outreach Activity Updates	All present
1:30 – 1:45	Education Plan Updates & Round Table Discussion of Stormwater Outreach in Sumter County and City	<i>All should participate!</i>
1:45-2:15	Discussion of Recent Meeting with DHEC BOW Regarding Implementation of the Implementation of MCMs 1 and 2, Stormwater Education/ Outreach and Public Involvement/ Participation	Katie Giacalone, Carolina Clear
2:15 - 2:45	Name, Logo Design, Goals and Objectives Statements	Mary Nevins & Katie Giacalone, All present
2:50 – 3:00	Partnerships, Mass Media, & Next Steps	Mary Nevins

The meeting will be at the sheriff station training center next to the public works building. Turn in at the sheriff station sign to park.

Notes from the Meeting

Attendance

Peter Wilson	Sumter County
Kimberly Arrington	Sumter Soil & Water Conservation District
Karen Hyatt	Sumter County
Eddie Newman	Sumter County
Tiege Elliot	City of Sumter
Geoff Smith	BP Barber
Charles Holmes	Sumter City & County Planning
Katie Giacalone	Carolina Clear
Mary Nevins	Carolina Clear

The meeting began with a review of recent activities

- Build a Rain Barrel workshop, August 21, Sumter Public Works, 21 participants.
- Sumter County Fair, Sept. 29 – Oct. 3. Displays from Carolina Clear, Sumter County Public Works, Sumter Master Gardeners, and the Sumter Soil and Water Conservation District
- Presentation for City Council by BP Barber, Sept. 15, 30 participants
- Presentation for County Council by Sumter County Public Works, Sept. 7, 12 participants
- Conservation District sponsored 9 students to attend Carolina Coastal Adventure, Oct. 9-11

Upcoming activities

- City of Sumter is developing a stormwater ordinance, and a workshop is currently being planned.
- Good housekeeping training for Sumter County, date TBD
- Conservation District will be giving an Enviroscape demonstration at Cherryville ES in February
- Conservation District is planning activities with schools for Arbor Day and Earth Day.

Education Tools Update

- Watershed Stewardship mapping tool – Accessed from the Carolina Clear homepage, this interactive map allows you to mark your organization's location and provide contact information. The purpose is to help potential volunteers locate water quality organizations. The page includes instructions for using the tool, which is very user-friendly. Many of our consortium members are already marked, but please check the map and add any that we have missed.
- South Carolina Low Impact Development Atlas – This mapping tool is part of the National LID Atlas from NEMO. By identifying local LID practices in action, such as rain gardens, pervious pavement, clustered development, etc., we can help local developers realize that these best management practices are being used in South Carolina and are effective. Using this tool, you can mark any LID site that you know about, upload photos, and write commentary.
 - Both of the above tools are linked from www.clemson.edu/carolinaclear
- Water Education Toolbox from SCDHEC – this is a collection of resources for water quality education and outreach programs, including presentations, brochures, posters, articles, and much more, with a search feature to sort materials by target audience and pollutant.
<http://www.scdhec.gov/environment/water/npstoolbox/>
- RCSC presentation board – Mary will be glad to bring this to your event, or it can be borrowed!
- Billboards – once we develop a Sumter Stormwater Solutions Logo, we can produce billboards similar to the ones in Lexington, Charleston, and elsewhere. I 378 and 15 South were discussed as potential locations for billboards.

Education Report

- Purpose:
 - Show compliance with DHEC requirements for MS4's for public education, outreach, involvement, and participation.
 - Share our education efforts with the public, local government, potential partners, funders, etc.
- What we need from you:
 - Data from your stormwater education programs from the past year. *Everything water-related counts!* A reporting form is attached that can be printed and mailed or emailed, or you may call or email Mary Nevins with your information.
 - Lots of pictures of education activities, water bodies in Sumter, water usage (fishing, boating, etc.)
 - Your organization's logo
 - Quotes, particularly from city and county leaders, about the importance of protecting water quality and/or stormwater education
- The report will be full color with lots of graphics. We want to make this an enjoyable document, easy to read, that really tells the story of our stormwater education efforts over the past year.
- To see an example, go to http://media.clemson.edu/public/carolinaclear/RCSC/Y1_Report.pdf to view Richland County's report.
- Data should be submitted AS SOON AS POSSIBLE as we are on a very short time line.

Overview of the Stormwater Education and Public Involvement Meeting with DHEC's Bureau of Water Personnel (*Please see attached summary for details*)

- Katie Giacalone provided the consortium with a summary of the meeting. The most important points were:
- The regional decision making process: this approach is acceptable, as long as each MS4 participates actively.
- Target Pollutants: General awareness is important, but should not stand alone as a target pollutant. Programs should target specific pollution issues. Pollutants can be targeted for educational programs even if they are not on the 303d list (i.e. sediment) if they are felt to be of concern. Also, some pollutants on the 303d list cannot be effectively addressed through education (such as arsenic) and do not need to be part of the education plan.
- Target Audience: Youth are a critical audience, but not the only one.
- Decision Process Worksheets provided by DHEC may be helpful, but other forms of reporting (like what we produce) are acceptable as long as they clearly show the decision making and implementation processes.

Name, Goals, and Logo

- Because very few members voted in the online organization name poll, those present at the meeting took a vote to finalize the name of this organization. The winner was Sumter Stormwater Solutions
- The group discussed and agreed upon a final version of the Goal and Objectives statements. Please see attached document.
- We ended with a brief discussion of ideas for the logo, and decided we were ready to consult a graphic artist. We will request a design that plays off the S's in the Sumter Stormwater Solutions name, making them look like water coming out of a faucet, streams, rivers, etc. We want a design with a more rural feel also. He or she will submit some conceptual drafts for review at the next meeting.

Thanks to everyone who attended.