

A MEETING OF THE OUTREACH SUBCOMMITTEE OF THE STORMWATER PROGRAM ADVISORY COMMITTEE OF THE COUNTY OF JAMES CITY, VIRGINIA, WAS HELD ON THE TENTH DAY OF MAY, TWO-THOUSAND TEN, AT 3:00 P.M. IN THE STORMWATER DIVISION CONFERENCE ROOM, 287 MCLAWS CIRCLE, SUITE 1, WILLIAMSBURG, VIRGINIA.

1. ROLL CALL

Subcommittee Members Present:

Charlie Brewster, Jamestown
Bob Winters, Powhatan

Subcommittee Members Absent:

Robin Bledsoe, Berkeley
John Haldeman, Berkeley
Douglas Haller, Roberts

Staff Present:

Frances Geissler, Stormwater Director

2. ANNOUNCEMENTS – None

3. PUBLIC COMMENT – None

4. APPROVAL OF MINUTES – As this was the inaugural meeting of the subcommittee, there were no prior meeting minutes to approve.

5. ORDER OF BUSINESS

Fran reviewed existing outreach materials and explained how stormwater messages fit in with other JCC programs. Turf Love, Grease Busters, Rain Barrels, and PRIDE all have messages that are important for stormwater management. Fran also explained that for Fiscal Year 2011, the SPAC will have a budget specifically for outreach. The approved budget includes \$500 for committee operating expenses and \$1,000 for some kind of publication or premium item. Generally, \$1,000 will purchase about 5,000 copies of a small, glossy brochure such as the stormwater drainage brochure. Depending on what the SPAC decides to undertake, there may be another \$1,000 available from the bacteria reduction account. Altogether, the SPAC could have up to \$2,500 to spend on outreach.


The subcommittee then spent time brainstorming ideas and approaches. The conclusions of the brainstorming are contained in the attached handout. Several questions were raised:

- Do Channels 46 and 48 collect information on the number of viewers? Where can citizens find the program schedule for these stations?
- Who will maintain contact information for neighborhoods now that Neighborhood Connections has been re-organized?
- Are brochures effective? How should they be distributed?
- Can the Stormwater Division display be customized for different audience? Would it be possible to do something more interesting such as a mini BMP or stream for a more hands-on experience for the audience?

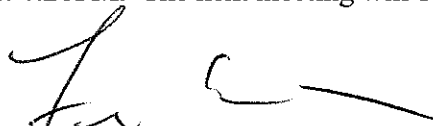
After reviewing the brainstorming, Bob Winters agreed to present the material to the SPAC at the next meeting. Both members agreed that the key recommendation to SPAC is that the Committee should focus on the message regarding only stormwater in a stormwater drain.

6. COMMITTEE DIRECTIVES – None

7. ADJOURNMENT - The meeting was adjourned at 4:20PM. The next meeting will be set at the next SPAC meeting.



Bob Winters, Subcommittee Representative



Frances Geissler, Secretary