

Middle James Roundtable Steering Committee Meeting

MINUTES

JANUARY 30, 2020

10:30 AM – 2:00 PM

RICHMOND STORMWATER UTILITY HEADQUARTERS

MEETING CALLED BY	Lorne Field, Chairperson
TYPE OF MEETING	Quarterly Meeting
NOTE TAKER	Kathleen Ogilvy (DOF)
ATTENDEES	Jennifer Clarke, Betty McCracken, Mark Williams, Nancy Drumheller, Loren Field, Nancy Lily, Kathleen Ogilvy

Agenda topics

FISCAL UPDATE

LINDY DURHAM

DISCUSSION	See attached Financial Report for details.	
CONCLUSIONS	Grant has been accepted, waiting for final revision.	
ACTION ITEMS		

DEQ GRANT 2020 UPDATE

LORNE FIELD

DISCUSSION	<p>Activities 1-7 – same as every year except updating numbers (soil test vouchers)</p> <p>How to accomplish activities 8-12</p> <p>Activity 8 – Blue tubes (similar to free library for plastic bags) Richmond, Lynchburg, Chesterfield, Friends of Goochland Park signed up for, need to coordinate with local partners to install tubes. Chesterfield (3) – Robious landing and Dutch Gap, other parks with large creeks. City of Richmond – focus on James River Park System. Can be installed on an existing post. Comes with sign and how to use. Need to focus on replenishing bags. Discussion if we should buy more tubes and how to move money around to purchase more supplies.</p> <p>Activity 9 – Cattle stream exclusion interpretive sign, purchased 12 and installed on farms with exclusion. Should the sign be larger so information can be read from high-speed road, more of a slogan with logos.</p> <p>Activity 10 – Storm drain inlet stenciling – Chesterfield, Henrico, Lynchburg signed up. Loren already has locations for stencils in Chesterfield. Nancy has areas identified in Lynchburg. Do we want to expand to Charlottesville and Scottsville? JRA tends to work directly with schools to get inlet stenciling</p> <p>Activity 11- Rain barrels in Henrico County Schools – 5 have been delivered, Betty has 4 more to deliver after this meeting.</p> <p>Activity 12- Promotion of Middle James Riparian Consortium, RVA, not a budget item, just need to promote information and events through our social media.</p> <p>Activity 13- WIP III implementation – needs to be amended or omitted because public comment period is over and we are not installing BMPS. Nancy has asked DEQ to come to meeting explain our role in this, she has heard that BMP implementation will effect roundtable budget in future. We would like the Middle James Consortium to count toward this objective.</p>	
CONCLUSIONS		
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE
Add social media blast on blue tubes, encourage sharing of original post	Middle James, City of Richmond, Lynchburg, Chesterfield	December 31, 2020
Come up with new message for cattle exclusion signs	Betty Lindy	Asap Asap

Remove Powhatan County Schools from Activity 10 timeline Loren needs to be added as an administrator to the Middle James Facebook page Add activity 13 to Timeline report on 2020 Grant Amend activity 13 Add pet west coalition to narrative of grant under blue tubes	Nancy	
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DEQ GRANT 2020 DELIVERABLES

LORNE FIELD

DISCUSSION		
CONCLUSIONS		
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE

JAMES RIVER PET WASTE COALITION/FACEBOOK

LORNE FIELD

DISCUSSION	<p>Pet Waste outreach through middle James roundtable started 10 years ago, made it a regional pet waste campaign to get all partners involved, use branding and logo to pool each others resources. Then went to Facebook and stayed stagnant. What do we do with it now? Scrap it or really get the name back out there? We could get other roundtables involved in coalition. 170 followers on facebook and last post was Monday. Loren would like to make a sticker with Pet waste coalition to put on pet waste stations. Would like to do an ad campaign as well. Lynchburg is rebranding theirs and would like to collaborate with the coalition. Nancy bought stickers from sticker mule and received a good deal. City of Richmond rebranded their message to a more positive and clear message about pet waste disposal. We should have a James River Pet Waste booth at river festivals (RiverRocks, RiverFest, Friday Cheers, FOLAR, Not James River Fest, Richmond Dog Festival, Dog Jog, K-9 festival, Fiddos after Five, South of the James Farmers Market). Bring water bowls to event as a conversation starter. Yard signs would be effective as well, scoop the poop it goes to the James, James River Pet Waste Coalition.</p> <p>Add Pet waste coalition logo to blue tubes.</p> <p>Would a pledge be effective? I scoop the poop sticker.</p> <p>Do we need a better tag line for stickers and yard signs, what is our messaging, what is our logo</p> <p>Work with VCU branding center to get ideas and possible pro bono work</p>	
CONCLUSIONS		
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE
Costs of Table cloth, stickers, poop bag dispensers, yard signs	Roundtable members	By next meeting
Check with VCU branding department for a brand that calls to action	Jennifer	

2020 ANNUAL MEETING

LORNE FIELD

DISCUSSION	<p>Scottsville was a great location, good meeting space, easy to work with</p> <p>Add a field trip to the meeting (water treatment plant, work with an outfitter) this could be optional – do in morning, or after meeting or a Friday afternoon to get people to stay in Scottsville</p> <p>Fee for venue \$175-\$300 – can use grant money for venue, speaker fee, speaker gift, supplies, printing</p> <p>Idea of making annual meeting an event in James River Week event (Friday September 18th)</p> <p>Topic ideas, last year was recreation ideas on the James.</p> <p>Environmental history of the James. The levee could be the field trip, variety of topics and groups to get involved. Chronological history til today including degradation and restoration. Sturgeon would be a good topic. Break out for eras of time. Canal navigation society. Batteau society. Monacan Indians. Ralph Hambrook keynote speaker. Industrial uses of the river and clean up of the river. Historical society. River history of Scottsville field trip before the meeting 10-11.</p>	
CONCLUSIONS		
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE
Contact theater about availability in September – Erin Root	Loren	

Contact Sharon about possible donation for meeting	Loren	
Contact Monacan Indians VCU Sturgeon	Nancy Loren	

OTHER BUSINESS

LORNE FIELD

DISCUSSION	<p>See attached Financial Report for details. Next steering committee meeting – Charlottesville April (13-15) Lynchburg – JRA float trip – July November – TBD Executive Committee meeting – will be conference calls, to be scheduled</p>	
CONCLUSIONS		
ACTION ITEMS		

ROUND ROBIN

LORNE FIELD

DISCUSSION	<p>Jennifer City of RVA - Central Virginia through Plan RVA (greater Richmond area) Don't trash Richmond (Henrico, Goochland, Hanover, Chesterfield) campaign Litter is one of the City of Richmond top 3 goals, wants to come up with some litter messaging Maybe we need a litter coalition for the region Mark – Luck Stone, Friends of Goochland parks - April 26th Green Day event in Goochland, document shredding, beer trucks, food trucks and games at Tucker Park Betty – Monacan SWCD - Monacan district is hosting Envirothon contest Still fencing cattle out of stream Nancy – CVWM - Still trying to get people to properly recycle Nancy City of Lynchburg - River Festival in June in Lynchburg Working on NOAA and EE grant to do MWE experience in Lynchburg Lynchburg is a Bee city, partner with Bee city to do native plants, bees and pollinators VDOT is moving towards doing conservation landscaping on side of highways Loren - Annual report season in chesterfield Mark - DEQ Governors Environmental Excellence awards, looking for more applications for projects</p>	
CONCLUSIONS		
ACTION ITEMS		

Meeting Adjourned!