

Minutes
Educational Advisory Committee (EAC)
18 June 2018 - 2:00 - 4:00 pm

In Attendance:

Ken Fisher, Forestry
Sarah Duck, Marketing
Richard Matlick, Property Owner
Gary Shafer, Property Owner
Bob Sutton, Property Owner
Gary Aronhalt, Watershed Coordinator

Absent:

Bruce Taliaferro, Education
Willie Lantz, Agriculture
Lauren McCann, Business
Greg Rouse, Recreation

Welcome /Opening Remarks:

Gary Aronhalt announced that **Bruce Taliaferro**, **Greg Rouse**, and **Lauren McCann** had reported that they would not be present for the meeting.

Outreach Planning

Gary Aronhalt asked the committee for comments regarding the outreach planning materials regarding “devise and/or compile educational materials for distribution to homeowners regarding the benefits of BAT systems.” distributed at the previous meeting. There were no comments; however, not all committee volunteers were able to review the materials.

The committee discussed the education/ outreach needs of the transient rental population in the watershed. They also discussed the rental process and potential opportunities to educate the transient rental stakeholders. One example mentioned, was litter and wildlife problems associated with improper garbage management. A committee volunteer mentioned that they received notice from a rental agency when a new rental unit came onto the market. It was noted that this presented an opportunity for communication. It was mentioned that second homeowners also had a different perspective and could also benefit from targeted outreach/ education.

The committee discussed how to incorporate the education/ outreach needs of the aforementioned stakeholders into the outreach plan for “establishing a sense of ownership in the health and well-being of the watershed”. The committee discussed the type of message that would work best to educate stakeholders. It was agreed that all initial education/ outreach efforts would contain a concise/ positive message. The use of imagery was suggested.

Establishing a recognizable logo/ mascot was also suggested. Use of an animal common in the watershed was suggested. The committee discussed the use of an aquatic animal and watershed scenery. **Bob Sutton** volunteered to look into the logistics obtaining some potential sketches of logos/mascots with various options highlighted.

It was also agreed upon that the ideal outreach/ education effort would be consistent across all outlets with a common tagline and logo. The message should also change seasonally and in response to any special events. It was also suggested that the tagline personalize the responsibility to take action to protect the watershed. The Deep Creek Watershed Management Plan, Watersheds of Garrett County, the Watershed Website, Tax Zones/ County Budget, and Invasive Species were identified as potential topics to consider.

The committee revisited the idea of potentially utilizing billboards within the county for education/ outreach. Electronic and static billboards were discussed with a majority preference for the static type of billboard. The committee also suggested utilizing the data collected on visiting boat owners to target the effort. In addition to the billboard(s), the committee also suggested inquiring about utilizing the movie screens at Garrett 8 Cinemas as an ideal location to promote watershed messages. Ideally, the message would be consistent with other outlets.

Administrative Council Update

Gary Aronhalt announced that Jeff White would be taking over Kenneth Shank's role as the MDE representative with the Administrative Council as of July 1, 2018. Gary also reminded the committee that the "[Eyes on Deep Creek Lake](#)" website was now live and functional. Gary also announced that **Greg Rouse** had volunteered for the Educational Advisory Committee as the recreation volunteer.

Questions for the Administrative Council:

Gary Aronhalt asked if there were any questions to be presented to the Administrative Council. There were no questions.

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