

**Minutes**  
**Educational Advisory Committee (EAC)**  
20 August 2018 - 2:00 - 4:00 pm

**In Attendance:**

**Sarah Duck**, Marketing  
**Ken Fisher**, Forestry  
**Richard Matlick**, Property Owner  
**Lauren McCann**, Business  
**Gary Shafer**, Property Owner  
**Bob Sutton**, Property Owner  
**Bruce Taliaferro**, Education  
**Gary Aronhalt**, Watershed Coordinator

**Absent:**

**Willie Lantz**, Agriculture  
**Greg Rouse**, Recreation

**Welcome /Opening Remarks:**

**Gary Aronhalt** announced that **Willie Lantz** had reported that he would not be present for the meeting.

**Outreach Planning**

**Gary Aronhalt** displayed examples of marketing campaigns organized on EPA's website. (<https://cfpub.epa.gov/npstbx/MediaCampaign.cfm>) Examples included posters, videos, and audio recordings related to littering, pollution, soil erosion, and best practices for common household and community activities. The committee discussed the examples. **Ken Fisher** asked if the materials were available for use or were copyright protected and also inquired about the reason for these particular programs inclusion on the EPA website. **Gary Aronhalt** stated that he was under the assumption that anything produced using Federal Funding was likely available for use because several states used similar imagery and messages. He stated that he would check on the possibility of using the materials. **Gary** also stated the programs were examples from many different states. **Gary** stated that he was not sure why EPA selected the individual programs, but perhaps they were 319 funded programs.

The committee liked the idea and appearance of the postcards, but suggested that the agencies focus on static messages for potentially placing on billboards or at the theatre. The committee was unsure if audio or video messages could be conveyed at the theatre. The committee also asked for materials that currently exist from DNR, MDE, and the County. They suggested that

the agencies contact Julie Brown at DNR and Lisa Borre of the North American Lake Management Society (NALMS) for additional examples and guidance. **Bob Sutton** referenced working with DNR on an upcoming brochure about Safe Water Sports. He mentioned that DNR would distribute the materials with dock permits. The committee also liked the idea of a global message.

Next, the committee reviewed the final logo design. **Ken fisher** suggested that the County include the logo on County letterhead. The logo was received favorably; however, the text around the border was discussed further. The committee recommended a personalized statement. **Richard Matlick** suggested “Only You ...” as a mechanism to instill personal responsibility to take action. The committee agreed to think about potential slogan-type messages prior to the next meeting.

Next, the committee worked to explore potential short messages that could be incorporated into the marketing campaign. The following topics were identified: Erosion, Pollution, Stormwater Management, Safety, Invasive Species, and Recycling.

Examples of messages for each topic:

**Erosion**

Stay on the trail  
Control your runoff  
Install a raingarden

**Pollution**

Stop pollution  
Don't be a litter bug  
Use pesticide safely  
Use fertilizers wisely  
Pump your septic regularly

**Stormwater Management**

Control runoff  
Compost leaves

**Safety**

Obey buoys  
Mind your wake  
Think and live safety  
Operate respectfully

**Invasive Species**

Clean, Drain, Dry  
Stop aquatic hitchhikers  
Throw away or destroy bait  
Plant natives  
Don't move a mussel. Give an inch, they'll take an acre

**Recycling**

Don't pollute, recycle  
Don't be trashy  
Don't litter, it makes people bitter

**Administrative Council Update**

**Gary Aronhalt** shared the following updates from the Administrative Council:

**Gary Aronhalt** announced that the three agencies are working to renew the MOU, which is set to expire on 30 September 2018. **Gary** announced that the Administrative Council planned to spotlight the Launch Steward Program in the next watershed spotlight. **Gary** also announced

that Bill Devore had retired as Garrett County's Zoning Administrator and that Mark Weber is Now Garrett County's Parks & Recreation Associate.

**Questions for the Administrative Council:**

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

**Note:** There was a request earlier in the meeting for examples of existing marketing materials from each agency.

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