

Minutes
Educational Advisory Committee (EAC)
15 October 2018 - 2:00 - 4:00 pm

In Attendance:

Ken Fisher, Forestry
Willie Lantz, Agriculture
Greg Rouse, Recreation
Gary Shafer, Property Owner
Bob Sutton, Property Owner
Bruce Taliaferro, Education
Gary Aronhalt, Watershed Coordinator

Absent:

Sarah Duck, Marketing
Richard Matlick, Property Owner
Lauren McCann, Business

Welcome /Opening Remarks:

Gary Aronhalt announced that **Sarah Duck**, **Richard Matlick** and **Lauren McCann** had reported that they would not be present for the meeting.

Introductions:

David Myerberg is the president of the Deep Creek Watershed Foundation.

Presentations:

David Myerberg presented an overview of the Deep Creek Watershed Foundation. David described the Foundation as a part of a public-private partnership with local and state government agencies. One of the primary goals of the Foundation is to assist in the implementation of the Deep Creek Watershed Management Plan. **David** identified a lack of funding from the government agencies necessitating the need for an organization like the Foundation.

David described the Foundation's current projects including the funding of The Maryland Department of Environment's acid mine drainage (AMD) remediation at Cherry Creek and a zebra mussel monitoring study conducted in partnership with the Maryland Department of Natural Resources and Brookfield Renewable.

David mentioned the Foundation’s current stormwater management initiative and general environmental education efforts. **David** indicated that the Foundation board members had closely monitored the minutes of the EAC. He stated that the direction that the EAC was moving closely aligned with the Foundation’s current focus on education and the Foundation’s plans for growth. **David** stated, on behalf of the Foundation, a willingness and desire to work with the EAC.

David asked if there were any questions:

Bob Sutton referenced the North Glade Assessment as project with design work already completed. He stated that a small portion of the work was completed with grant funding, but additional projects required additional funding.

Ken Fisher asked for a definition of “unaffiliated”. **David** stated that Foundation does not have a particular credo or push any particular issue. **Ken** also referenced low-tech lime delivery sites in the Casselman watershed. He stated that public relations describing these types of projects needed improvement. **Willie Lantz** reinforced the lack of information dissemination in preparation for aerial gypsy moth treatments. **Ken** mentioned manure laws as another example.

Gary Aronhalt asked if the Foundation’s contributions to the Cherry Creek AMD remediation started this fiscal year or when Public Law 95-87 could potentially sunset. **David** indicated that the funding would begin this year. **Gary** also stated that the EAC was an advisory committee to the Administrative Council tasked with providing advisory input to the agencies.

Gary Shaffer asked about the Maryland Department of Environment’s current costs for AMD remediation in Cherry Creek. **David** said that the doser costs \$10,000.00 or more to operate annually and that no funds had been used to maintain the limestone beds that will likely need future maintenance.

Outreach Planning

The EAC reviewed the results (from those present) of the prioritization exercise.

G:O-S *	Count
2:1-1	6
3:2-3	3
3:2-4	3
4:1-2	1
4:1-3	1
4:3-1	3
4:4-3	1
5:2-1	2
5:2-3	2
6:3-6	3
8:1-5	2
8:2-1	1
9:1-1	1

* A full list of those Goals, Objectives, and Strategies identified is appended to the minutes.

The EAC committee volunteers discussed the initial outcome and noted that those responding had all identified Goal 2: Objective 1-Strategy 1 as a priority. The EAC also noted that many strategies are related and/ or dependent upon others making prioritization more difficult.

The EAC reviewed the logo design and decided to pursue incorporating previous suggestions, regarding the text, into the existing logo. **Bob Sutton** agreed to contact the artist to inquire about the revisions. The logo will include the text “Beautiful Garrett County” at the top and “Protect and Conserve” at the bottom. Additional text will appear underneath the logo stating “It’s up to you”. The imagery will remain unchanged.

The EAC reviewed the three documents for outreach planning and discussed how to condense the information. The information contained in the Marketing Campaign Outline will be incorporated into the Marketing Content and Promotional Strategies of the EAC Draft Overarching Marketing Plan. The committee also decided that there was not a need to list specific examples of outreach messages within these documents. The Outreach Plan will be renamed the Action Plan. A separate Action Plan will be prepared for each topic related to the Overarching Marketing Plan.

The EAC asked **Gary Aronhalt** to revise the documents and send them out prior to the next meeting for review and comment. The EAC also asked **Gary** to research the possibility of incorporating outreach materials into Garrett County tax bills as a promotional strategy. The EAC also expressed the need to implement an initial outreach message as soon as possible. They suggested selecting one topic and one method of media to advertise. It was suggested to include a reference to the website and a phone number to call for more information. It was also suggested to track the website as an indication of success.

The EAC also identified a need for an advertising or marketing budget. The EAC will discuss potential options with the Administrative Council in December.

Administrative Council Update

Gary Aronhalt shared the following updates from the Administrative Council:

Gary Aronhalt announced that MDE has not received the water appropriations permit from Brookfield Renewable. Brookfield has until April 2019 to submit the application and permit process may extend beyond April 2019. MDE will also participate in a joint newsletter with the Garrett County Government and the Maryland Department of Natural Resources. MDE will provide an article related to the permit renewal process.

Gary announced that a draft comprehensive plan is likely to be available in November with a public meeting likely in January. The County will also coordinate with MDE and DNR on a newsletter expected this winter. **Gary** distributed a press release soliciting volunteers to participate in on a Deep Creek Watershed Zoning Signage Committee. **Gary** announced that strategies were being devised for the Maryland Department of Planning’s “A Better Maryland”

project and that the state will be soliciting public comments. **Gary** stated that he would provide additional information when it becomes available.

Questions for the Administrative Council:

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

__END__

GOAL 2:

Nurture an informed and engaged citizenry regarding the Deep Creek watershed.

OBJECTIVE 1:

Increase direct and indirect outreach to residents, businesses, and visitors regarding their responsibilities for maintaining and improving the quality of and impacts to the Deep Creek watershed.

STRATEGY 1:

Develop an outreach plan, including the identification of outreach tools and programs (such as a speakers' bureau, train-the-trainer program, etc.) that could increase outreach to citizens, businesses, and visitors. This could be coordinated with and/ or managed by local non-profits selected by the new coordinating organization. The development of the plan should be coordinated with the Deep Creek Lake State Park Discovery Center and include activities supported by the state park both at the Discovery Center and off-site. The plan should be related to topics in the watershed management plan, include an implementation schedule, and include strategies to:

- a. Inform and educate the public regarding state ownership of the lake and the buffer and what that means to property owners and lake users.
- b. Develop a lawn care and buffer maintenance manual similar to the Critical Areas Buffer Manual to assist with understanding and implementation of appropriate planting and maintenance of the buffer and land adjacent to the buffer, including maintaining and re-planting trees.
- c. Inform and educate the public regarding the need and benefits of infiltrating stormwater to support higher water levels throughout the season.

GOAL 3:

Collect the information needed to make informed management decisions that achieve the desired condition of the Deep Creek Lake and watershed.

OBJECTIVE 2:

Continue regular monitoring of the Deep Creek watershed (lake and stream water quality) to inform decisions and management actions on lake and watershed conservation and restoration.

STRATEGY 3:

Convene yearly water quality monitoring meetings to discuss results, progress, and integration of multiple monitoring programs.

STRATEGY 4:

Prepare publicly available annual reports on Deep Creek watershed water quality results, implementation actions, and management recommendations.

GOAL 4:

Manage existing land uses to achieve the desired condition of the Deep Creek Lake and watershed.

OBJECTIVE 1:

Maximize the water quality, air quality, habitat and economic services provided by forests through conservation, restoration and management efforts.

STRATEGY 2:

Encourage the retention of forests by engaging landowners in forest stewardship management plans through the Garrett County Forestry Board.

STRATEGY 3:

Identify landowner incentive programs, conduct outreach and education, and enforce and implement buffer management to increase tree canopy, promote lakeshore and stream buffer restoration, and discourage mowing grass in the buffer.

OBJECTIVE 3:

Minimize fertilizers and pesticide inputs to the lake and its streams from lawn care practices.

STRATEGY 1:

Conduct a survey of residential lawn owners and lawn care companies to determine the degree of homeowner and commercial fertilizer application practices.

OBJECTIVE 4:

Manage additional nonpoint and point sources of pollution to Deep Creek Lake and its streams, including those associated with geese populations.

STRATEGY 3:

Encourage goose hunting where and when permitted and safe, and encourage agricultural land owners to allow hunting on their lands.

GOAL 5:

Manage SAV in Deep Creek Lake to maintain and improve the ecological stability of the lake, while working with waterfront landowners to minimize the interference of SAV with recreational uses of the lake around docks.

OBJECTIVE 2:

Manage SAV communities around the docks and navigational channels to minimize interference with recreational uses such as boating and swimming.

STRATEGY 1:

Identify areas where SAV is considered to be a public use concern through a user-based evaluation, such as participatory GIS recreational use workshop or other venue.

STRATEGY 3:

Develop an educational program to provide all lake users with appropriate management options to support and maintain native SAV communities and healthy fish populations.

GOAL 6:

Prevent erosion and sedimentation to the greatest extent possible to protect water resources from increased sediment loading and associated water quality problems.

OBJECTIVE 3:

Revise, streamline, and incentivize lake shoreline protection measures and permitting.

STRATEGY 6:

Promote the merits of shoreline stabilization and encourage homeowners through incentive programs, as they are developed, to install appropriate measures to prevent further shoreline erosion.

GOAL 8:

Manage stormwater infrastructure to decrease pollution from both existing and proposed development to ensure healthy watershed conditions.

OBJECTIVE 1:

Develop an incremental plan to identify existing stormwater problems at a sub-watershed level and create an action plan for addressing issues and educating residents on best management practices.

STRATEGY 5:

Work with citizens in the sub-watershed to educate land owners on stormwater best management practices that can be established on their land. Promote a stormwater best management practice incentive program as per Goal 8, Objective 2.

OBJECTIVE 2:

Design and implement a stormwater best management practices incentive program.

STRATEGY 1:

Review the Bay-Wise Yardstick Program and propose a similar program to be used in the Deep Creek watershed. A list of possible incentives for participation will be included as well as an implementation schedule and approach. The University of Maryland Extension Service will serve as the support agency for the program

GOAL 9:

Protect the watershed from the adverse effects of impaired septic systems and ensure adequate capacity and management of public sewerage systems.

OBJECTIVE 1:

Encourage the use of Best Available Technology (BAT) septic systems within Deep Creek watershed.

STRATEGY 1:

Devise and/or compile educational materials for distribution to homeowners regarding the benefits of BAT systems.