



**Metropolitan North Georgia Water Planning District
EDUCATION
Technical Coordinating Committee Meeting Summary
August 7, 2012**

The Metropolitan North Georgia Water Planning District (Metro Water District) Education Technical Coordinating Committee (TCC) met on Tuesday, August 7, 2012 at 10:00 a.m. in the Harry West Room at the Atlanta Regional Commission, Atlanta, Georgia.

Attendance:

Bob Bourne, Cobb County
Debbie Brennan, Keep North Fulton Beautiful
Gwen Brinkley, Fulton County
John Butler, Gwinnett County
Terrell Clark, Paulding County
Vicki Culbreth, City of Roswell
Erica Dunbar, Paulding County Water System
Jennifer Flowers, City of Gainesville
Harold Harbert, GA EPD
Marjorie Hicks, Cherokee County
Erik Lombard, Rockdale County
Jennifer McCoy, Cobb County
Monique McCrear, DeKalb County
Brenda McDaniel, Gwinnett Clean and Beautiful
Jennifer McLaurin, Fulton County
Heather Moody, Gwinnett County

Shayla Nealy, Clayton County Water Authority
Lee Pope, Rockdale County Water Resources
Terry Porter, City of Alpharetta
Kurlis Rogers, City of Atlanta
Mary Sheffield, UGA Paulding County Extension
Kelen Shostak, City of Woodstock
Cornell Sims, Clayton County Water Authority
Kelli Uyesugi-Turner, Rockdale County
Amy Warnock, Cobb County Water System
Brian Wiley, City of Gainesville
Emily Wingo, GA EPD

Kostoula Vallianos, Metro Water District staff, opened the meeting by welcoming Education TCC members and initiating self-introductions.

Public Comment

There were no public comments.

Brief Overview of Adopt-A-Stream Visual Assessment

Harold Harbert, GA EPD, discussed the newest component of the Adopt-A-Stream program, the visual assessment. The assessment was developed to be a tool that could be visually intuitive and user friendly. It includes 10 different parameters. The assessor ranks each

parameter on a scale of 1 to 10. The visual assessment data sheet and poster are ready for distribution. The visual assessment component will be launched with Rivers Alive events this fall. A few trainings have been conducted so far. Individuals interested in the materials and training should contact the State.

Ms. Vallianos also mentioned the promotion of Rivers Alive events with the Boys Scouts Atlanta Area Council and Girls Scouts of Greater Atlanta Council. District staff created a newsletter article about Rivers Alive. Both councils will include this article in their e-newsletters.

My Drop Counts Update and Materials

Ms. Vallianos presented three My Drop Counts local access PSA TV slides. The Education TCC discussed all three slides. Comments were noted and edits will be made with comments in mind. Specifically, it was agreed that an additional slide is needed to supplement the outdoor watering slides indicating how much the public should water their plants and lawn.

Ms. Vallianos discussed the status of the My Drop Counts creative materials RFP. A firm has been selected to develop the video, radio, movie theatre PSAs as well as billboard designs. Negotiations are currently underway.

Water Drop Dash and Education Fair

Lora Nance, Metro Water District staff, provided an update on the planning of the Water Drop Dash 5K and education fair at the Chattahoochee Nature Center. The event is scheduled for March 9, 2013 and will kick off US EPA's Fix a Leak Week. The Metro Water District will be the umbrella organization. A race coordinator has been selected. Promotional materials will be developed soon.

Ms. Vallianos solicited interested Education TCC members to participate in the education fair working group. The following individuals expressed interest:

Terry Porter
Amy Wornock
Kelen Shostak
Debbie Brennan
Heather Moody
John Butler
Vicki Culbreth
Jennifer Flowers
Jennifer McClurin
Gwen Brinkley

Tax Free Holiday

Ms. Nance discussed the 2012 Tax Free Holiday for Water and Energy Efficient products. On October 5-7, 2012, Georgia State, local sales and use tax will be exempt for water and energy efficient products with a sales price of \$1500 or less per item. Metro Water District staff will develop a press release and materials for local governments to use.

Update on Clean Water Campaign and Materials

Ms. Vallianos presented two Clean Water Campaign local access PSA TV slides. The Education TCC discussed both slides. Comments were noted and edits will be made with comments in mind. Specifically, it was agreed that a grease management and leaves/yard debris TV slide should be top priorities. Other priority topics included a household hazardous waste disposal slide, automobile maintenance, pesticide and fertilizer slides.

Ms. Vallianos explained that the goal for the TV slides is finalize six slides for water conservation and six slides for stormwater pollution prevention. District staff is compiling a local access TV station contacts list.

Ms. Vallianos presented two updated brochures. The Education TCC discussed both brochures. Comments were noted and edits will be made with comments in mind.

Ms. Vallianos also provided an update on the radio buys running in August that feature both water conservation (My Drop Counts) and stormwater pollution prevention (Clean Water Campaign) tips. Seven stations are running spots 10, 15 and 30 second formats.

2012 Water Essay Contest

Ms. Vallianos distributed the 2012 Water Essay Contest flyer and judging rubric. She discussed the outreach strategy with the schools to teachers, principals and curriculum directors across the Metro Water District. The following Education TCC members volunteered to participate on the essay contest judging panel:

Kelli Uyesugi-Turner
Kelen Shostak
Shayla Nealy
John Butler
Brenda McDaniel
Vicki Culbreth

Other Items and Announcements

- Ms. Vallianos mentioned to the group that October 18, 2012 is the 40th Anniversary of the Clean Water Act. There was discussion of ways the anniversary was marked in the past.
- Ms. Vallianos facilitated a brief discussion of recent and upcoming events.

The next Education TCC meeting will be held on November 13, 2012 at 10am.

There being no further business, the meeting was adjourned.