



Coastal Bend Bays & Estuaries Program, Inc.

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Meeting Summary – March 17, 2005

Environmental Education and Outreach Implementation Team (EEOIT)

The EEOIT held their fifth meeting on Thursday, March 17th from 9:00 a.m. – 11:00 a.m. Members present were: Maggie Dalthorp – EEOIT Chair
Tara Schultz – EEOIT Co-Chair, Monika De La Garza, Bob Corrigan, Jane Ward, Leo Trevino, Jeff Foster, Lois Huff and Pat Suter

- I. The meeting minutes were reviewed and approved. There were some questions about how and when the FY2005 budget was approved by Lois. Monika felt based on the urgent timeline; enough discussion had taken place in previous meetings to approve the budget.
- II. Tara read aloud and reviewed the meaning of “consensus” and ground rules. Leo noted a more detailed meaning of consensus is that a team member might oppose, but can still live with the decision. He also added that once consensus is reached, it is understood that in the future, that member cannot voice opposition that is intended to be a roadblock. Consensus allows the team to move forward with its work and decision-making responsibility.
- III. Youth Odyssey presentation by John Worbitz.
 - o Program serves 500 kids per year. All participants are 100% at risk. Chosen by working through low income housing authority, boot camps, drug and alcohol abuse centers, CCISD counselors, etc. Past funding has dictated that kids come only from select areas. YO wants to be able to offer the program to a less restricted area.
 - o Lois: asked about follow-up
 - o John: majority of the kids come from transient families, so follow-up is extremely difficult. Can't reach 80-90% of the parents within a couple of weeks after the kids complete the program. Try also to do a 6-month follow up.
 - o Proposal to CBBEP: \$10,000 for a program focused on the CBBEP area. Would fund 5 sessions serving 8-14 kids. Would integrate additional educational content specifically focused on CBBEP interests. Would engage outside organizations to provide educational content.
 - o YO strives to teach respect for the environment, through direct connection and observation.
 - o Bob: Other programs (e.g. boot camp) are having difficulty securing funding, so rely on YO to find its own. Becoming an adjunct of a program like Palmer Drug treatment will hopefully increase the ability to document success and track individuals after the exit the program. CCISD “is sold” on YO.
 - o Jane: sees an opportunity to utilize natural places in Ingleside, use more local camping spots.
- IV. FY2005 Work Plan Status by Monika
 - o Media campaign (\$35,000). Have been able to use Earth Day Bay Day (EDBD) \$\$ for PSA, so rest of media \$\$ will focus on freshwater inflow. Next meeting we'll talk about how to interpret “freshwater inflow.” Monika is working with Channel 3.
 - o KOTC. Aquarium has secured additional funding to bring project total to \$50,000.
 - o In January, TCEQ announced it would no longer fund, then reversed and committed \$15,000 (a decrease from previous years). Even with the increase from CBBEP, TAMU-CC is planning on 1-week courses instead of 2-week courses. CPE credits will be available but not college credit.
 - o Kritters-4-Kids. Funding will provide 10 sets. EEOIT will be involved in selecting sites. The team will decide in the May 2005 meeting what schools to choose based on current CBBEP outreach efforts in the 12 counties.
 - o Curriculum needs assessment – separate agenda item.
 - o CBBEP info book. In progress, deciding on content, audience, and mode of delivery.

- Bay User's Guide. First guide (4 separate maps) were pretty, but not that useful. Current project will be one map. Other ITs have expressed interest in participating in the development process.
 - Jane: Tx Historical Commission, tropical trails has requested an inventory of historic sites in Coastal Bend. Will the Bay User's Guide include historic sites? May help with distribution to partner with them. Do we need a person from EEOIT to work with them?
 - It was suggested that one of their reps serve on the map development committee. Jane was nominated and agreed to fill this role.
 - Tara: What is the timeline for completion?
 - Monika: Spring break 2006.
 - Bob: Does it make sense to partner with the historical Commission if they have a budget?
 - Jane: Comprehensive map may appeal more to out-of-state visitors.
 - Leo: Agree that exploring partnerships is good, but...
 - Bob: How much will we have to compromise our goals?
 - Pat: Include other contact information in corner of map (For more information on historic sites, please contact...)
 - Maggie: Let's form scoping committee, maybe get some funds from the City.
 - Bob: Would it be money well spent to hire someone to research, identify partners, what we would have to compromise, use say \$1,000 to contract those tasks out.
 - Leo: Yes.
 - Maggie: Scoping committee can identify tasks for the contractor.
 - Action Item: Form scoping committee to develop User's Guide, identify tasks for contractor.
 - Public Outreach events. EDBD – other sponsors include Port of Corpus Christi, SEA, Equistar, Valero, Flint Hills...1st year that EDBD will be at Cole Park.
 - Bob: can you get school buses to transport?
 - Maggie: how about RTA?
 - Bob and Lois will visit at a separate time on this issue.
 - Monika: EDBD poster has been very effective. It shows an entire estuary system, good teaching tool. Also, first time ever to produce rack cards. Bookmarks have been very popular. Grunwald donated the bookmarks.
 - Educational poster. In progress – should be ready by EDBD. Don't just give the poster away – talk to people, use it as another educational tool.
 - Pat: CBBEP should provide donation jar. People look for one when they find something useful and want to support a cause.
 - Leo: CBBEP cannot solicit donations, but CBBF could.
 - Nature Tourism Partnership. Working this year with San Patricio Co., with Josephine Miller and Dinah Bowman. Developing a trifold piece that will highlight birding and fishing; can be used as a template for future years in other counties.
 - Maggie: are you using GIS layers?
 - Monika: No, but used it for the educational poster.
- V. Curricula Needs Assessment Project Update by Monika. EEOIT has discussed this project at length, addressing the need for more work to be done on PEO3. Talked to Dr. Denise Hill at TAMU-CC, and Dr. Hill provided contacts with grad students. Unfortunately, grad students too busy. Monika was directed to CEDAR program, made up of TAMU-CC faculty who are willing to take on the project – Dr. Bolick, Dr. Cassidy, Dr. Ricard. Timeline for completion is 3-4 months. EEOIT defined scope of geographic area, content, grade level, etc. Grades 3-8 in San Patricio, Nueces and Kleberg counties will be surveyed, along with working with the Education Service Center and environmental organizations. Once the project is complete, EEOIT can decide if there is a need for further curriculum development.
- VI. Project Ranking Factors. Maggie moved to table PRF until the next meeting on April 21st. Group agreed.

- VII. FY2006 process. EEOIT needs to recommend projects for funding by end of April.
Reconsideration of PRF
- Jane: Moved adoption of PRF scoring sheet. Lois 2nd, EEOIT unanimously adopted.
 - Bays Council meeting on April 6th will be for project updates.
 - Discussion of FY2006 process...What is the timing? How do organizations submit proposal for funding? When does Bays Council vote on FY2006 workplan?
 - Does the CBBEP post RFPs? How do people know?
 - Monika: Team members bring proposals to group.
 - Tara: That is part of our responsibility.
 - Maggie: concerned that YO has massaged their goals to fit CBBEP's goals because there is funding available.
 - Other member: Not concerned/OK with that motive
 - YO is really a FY2005 project. Monika/Leo may be able to identify funding that will go unused with current projects.
 - Maggie: we need to discuss/decide on funding for YO at next meeting to give them an answer. Group consensus.
 - Action Item: make decision on YO at April 21st meeting [later changed to April 14th]
 - Monika: Do we need to have a separate meeting to brainstorm ideas, in addition to April 21st? It would not be an action meeting, but a committee meeting to discuss FY2006.
 - Action Item: meeting was set for April 8th from 11:00 – 1:00.
 - Tara: what is the schedule for FY2006 project approval? If the April 6th Bays Council meeting is going to occur before we meet again, then does EEOIT plead its case for more funding like Bob suggested?
 - Project recommendations from Teams due to CBBEP by April 15th.
 - Coordination Team meetings April 20, May 5, May 19, May 26.
 - Bays Council June 9th.
 - Board of Directors June 23
 - Submit workplan to EPA by June 30th.
 - Bob and Maggie are not available April 21 – meeting moved to April 14 from 9-11. Tara, Monika, and Maggie agreed to extend meeting to 11:30.
 - Action Item: extend meeting time to 11:30.
 - Bob: Do we need to put hand-cuffs on the entities that are receiving continued CBBEP funding until they start working on a common theme.
 - Tara: KOTC, TES, and Kritters are meeting next week to discuss supplemental funding sources, and that will start the dialogue
 - Bob and Maggie invited to that meeting as well.
 - Tara, Monika, and Maggie will discuss the next steps for the Curricula Needs Assessment project at that time. [stated as an action item earlier]
- VIII. 11:20 a.m. meeting adjourned.