



Coastal Bend Bays & Estuaries Program, Inc.

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Meeting Summary – May 13, 2004

Environmental Education and Outreach Implementation Team (EEOIT)

- I. The EEOIT held their initial organization meeting on Thursday, May 13, 2004 from 9:00 a.m. – 10:45 a.m. Members present were Maggie Moorhouse – EEOIT Chair, Tara Schultz – EEOIT Vice-chair, Christina Conner – Texas Department of Transportation (TxDOT), Jane Ward – San Patricio County, Port Industries, Carola Serrato – Bays Plan Coordination Team Chair & South Texas Water Authority, Lois Huff – Coastal Bend Bays Foundation, Mary Campbell – Port Aransas Rod & Reel, Richard Gonzales – New America Marketing and Monika De La Garza – CBBEP PR & Outreach Manager.

- II. The CBBEP has implemented five new teams with the EEOIT leading the Public Education and Outreach component. The following topics were discussed: Team Organization, Charge Statement, Duties, Responsibilities and Deliverables, Team Operation Protocols, Team Membership and Representation.
 - A. **Charge Statement** – There was much discussion about the lack of minority focus in the “Charge Statement”. Members asked if the EEOIT had a budget. The budget has been in place since the implementation of the CBBEP. The funding has increased over the last few years due to the increase in public education and outreach. There was some concern about the amount of money spent on the reorganization of the new implementation teams. Members agreed that the EEOIT must emphasize minimizing duplication, leveraging resources, and recommending projects that ensure for long-term success. New criteria/guidelines for recommending projects will be created to support the “Charge Statement” and will include a component that highlights the ethnic diversity of the community.

 - B. **Team Duties, Responsibilities and Deliverables** - Maggie Moorhouse reviewed briefly the expectations of EEOIT members. Ground rules and group consensus was discussed to establish meeting protocol. The EEOIT discussed requiring every CBBEP project to have an EEO component, along with establishing specific goals/measures for long-term project success. The EEOIT will be charged with reviewing the Bays Plan, developing strategies for implementation and suggesting “hot” projects for the 2005 Annual Work Plan. There was discussion for the EEOIT to be able to oversee and guide projects and to help get the message out to the general public. The group talked about partnership opportunities and the possibility of outside funding from other organizations and businesses, as well as, hosting future workshops with specific topics. Deliverables that

were discussed included environmental indicators, accountability, and changing public behavior to protect our bays and estuaries.

- C. **Team Membership** – Topic of discussion was who else do we need to include as potential EEOT members. The following organizations/agencies were included on the list: Education Service Center, City of Corpus Christi (Storm Water - Aurora Parlamas), Del Mar College, TAMUCC -- Dr. Margaret Bolick, The Port of Corpus Christi Authority – Patricia Cardenas, Texas General Land Office, Texas Parks & Wildlife, Corpus Christi Advertising Federation, HEB, Chamber of Commerce, Hispanic Chamber of Commerce, Texas Cooperative Extension Service, Shrimpers, Fishing Guides, Coastal Conservation Association, Saltwater-fisheries Enhancement Association, Hotel/Motel Association, Tourists (CVB), Surfrider Association, Religious Affiliate, Girl Scouts/Boy Scouts Leaders, Buccaneer Commission, Coastal Bend Council of Government, Landscapers, and Health Department. The Chair will send a letter to the organizations inviting them to select a representative for the EEOT. They will be invited to the next meeting.
- III. **Next Steps** – The next EEOT meeting is scheduled for Tuesday, June 1, 2004 from 9:00 a.m. to 1:00 p.m. with a working lunch.
- A. **Revised Charge Statement** will be discussed along with the criteria/guidelines to support it.
 - B. **Team Membership and Representation** – Communication methods and meeting frequency
 - C. **CBBEP Presentation** – Will highlight the public opinion survey, projects and budget.
 - D. **Bays Plan** – EEOT will discuss opportunities of the current Public Education/Outreach Action Items
 - E. **2005 Annual Work Plan** – Hot prospects for EEOT
 - F. **Next Meeting Date and Topics**