



Coastal Bend Bays & Estuaries Program, Inc.

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Meeting Summary – June 22, 2004

Environmental Education and Outreach Implementation Team (EEOIT)

- I. The EEOIT held their second meeting on Tuesday, June 22, 2004 from 9:00 a.m. – 1:00 p.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
 - Kelvin Knauf – Port Aransas City Manager
 - Pat Suter – Sierra Club
 - Ty Harris – Texas Parks & Wildlife Department
 - Bob Corrigan – Bays Council Chair & CBBEP Board of Director
 - Jeff Foster – Texas Commission on Environmental Quality
 - Richard Gonzales – New America Marketing
 - Monika De La Garza – CBBEP PR & Outreach Manager

- II. After much discussion, the EEOIT adopted its Charge Statement:

”The purpose of the Environmental Education and Outreach Implementation Team is to guide the Coastal Bend Bays & Estuaries Program in creating awareness of and responsibility for protecting the bay system and its resources.”

- III. The EEOIT adopted the draft ranking factors for project recommendation.

- IV. This question has been raised several times: “Should every project funded by CBBEP have an EEO component?”

- V. The team agreed that the mode of communication would continue to be by fax and/or e-mail. Meeting frequency will eventually wind down to quarterly after the initial organizational/planning meetings are completed. Sub-committees will be utilized on an as needed basis.

- VI. A CBBEP overview of educational outreach and other projects was presented to the EEOIT which included the 2004 Public Activities and Outreach Budget, PR & Outreach Activities Report 2001-2004, 2003-2004 Events Calendar and the 2003 Public Opinion Survey.

- VII. The EEOIT assigned liaisons to the other CBBEP committees as follows:
 - A. Habitat and Living Resources Implementation Team -
Christine Conner

- B. Water and Sediment Quality Implementation Team -
Pat Suter
 - C. Maritime Commerce and Dredging Implementation Team -
Richard Gonzales
 - D. Human Uses Implementation Team -
Dr. Jim Needham
- VIII. The Environmental Education and Outreach (EEO) approach should be two-fold:
- A. Children via school curricula
 - B. Adults via media primarily TV
- IX. Most of the discussion regarding the *CBBEP Bays Plan* Action Items focused on PEO-3 (K-12 Curricula). The EEOIT recognizes the value in educating youth in order to effect long-term behavioral changes. The team also agreed on the following: PEO-1 – in progress, PEO-2 – implemented, PEO-3 – in progress, PEO-4 – in progress and PEO-5 – implemented.
- X. **Next Steps** – The next EEOIT meeting is scheduled for Wednesday, July 14, 2004 from 9:00 a.m. to 11:00 a.m.
- A. **Revised Charge Statement** will be reviewed.
 - B. **Report on Coordinating Council Meeting** – June 29, 2004
 - C. **Educational Presenters** – Keepers of the Coast, Teaching Environmental Science & Coastal Bend Wildlife Photo Contest
 - D. **Discussion of Educational Material Presented and CBBEP PEO-3**
 - E. **CBBEP Fiscal Year 2004 Budget Update**
 - F. **Input for 2005 Annual Work Plan** –
 - G. **Next Meeting Date and Topics**