



# Coastal Bend Bays & Estuaries Program, Inc.

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## Meeting Summary – July 27, 2004

### Environmental Education and Outreach Implementation Team (EEOIT)

The EEOIT held their third meeting on Tuesday, July 27, 2004 from 9:00 a.m. – 11:30 p.m. Members present were:

Tara Schultz – EEOIT Co-Chair  
Kelvin Knauf – Port Aransas City Manager  
Ty Harris – Texas Parks & Wildlife Department  
Christina Conner – Texas Department of Transportation  
Bob Corrigan – Bays Council Chair & CBBEP Board of Director  
Lois Huff – Coastal Bend Bays Foundation  
Dr. Denise Hill – TAMUCC  
Richard Gonzales – New America Marketing  
Monika De La Garza – CBBEP PR & Outreach Manager  
Ray Allen – CBBEP Executive Director  
Leo Trevino – CBBEP Director of Project Implementation

- I. The meeting minutes were approved. The team agreed on the revised EEOIT Project Ranking Factors (PRF).

**4. Anticipated Environmental Outcomes, Milestones, and Outputs:** Proposal clearly describes reasonable project milestones with outputs and anticipated environmental outcomes. *The project should include a methodology to provide measurable criteria for success.*

**7. Public-Private Partnerships and Leveraging Funding:** Applicant is actively promoting public-private partnerships and leveraging other public and private resources. *Collaboration with other organizations is encouraged if not required.*

- II. The EEOIT had a major discussion about the FY2005 Annual Work Plan and budget. This is the outcome of the budget discussion:
  - A. The team categorized the budget into three segments: media, public outreach and events, and education.
    - ❖ Media – It was decided that the 2005 budget would not be increased.
    - ❖ Public Outreach and Events – The team felt that there should be an increase from \$50K to \$75K.
    - ❖ Education – The team felt strongly that this segment needed a significant increase from what it has been in the past. The team recommended \$125K.
  - B. The EEOIT discussed the following budget items:

- ❖ The challenges that teachers face with TEA and TEKS requirements, follow-through with teachers, and how elementary teachers are disadvantaged compared to high school teachers.
- ❖ Public Outreach is hard to measure. However, with the Project Ranking Factors this could change the direction of some projects.
- ❖ The CBBEP should consider hiring an educator.
- ❖ The CBBEP should consider hiring a grant writer.
- ❖ Who is the target audience?
- ❖ The political impact of the education campaigns.

C. The Team decided that the Chairs and Staff get together to recommend the FY2005 Work Plan ASAP. The group felt that this was the best recommendation because of the time-limiting factor for 2005.

- III. The EEOIT decided that the next meeting would begin to focus on the FY2006 Work Plan.
- IV. **Next Steps** – The EEOIT decided that it was best not to schedule the next meeting until the Chairs and Staff had the chance to meet and work on the FY2005 Work Plan.