

Severn River Association Minutes

Board of Directors Meeting Tuesday, May 15, 2012

The meeting was called to order at 7:10 p.m. by President Duane Wilding

Presentation: Philip Favero, consultant

Results of the SRA Goal-Setting and Planning Workshop 3/20/2012

The Goal of this meeting is to move forward on a Strategic Plan for the SRA. The broad outlines of a Plan were developed at the 3/20 Workshop and are summarized below. 15 Board members attended the 3/20 meeting and 13 are at this meeting.

The 3/20 Workshop participants split into 4 groups that independently drafted mission statements. Participants used two methods: (1) a deductive method, using the mission of SRA to create goals; and (2) an inductive method, using participants' sense of priority actions to identify goals which the actions implied. A synthesis of the two approaches resulted in 10 goals with good agreement between the 4 groups. Each goal was accompanied by priority actions, and in some cases lead people to implement them were identified.

This meeting was devoted to developing more specific implementation plans for each of the 10 goals. The 10 goals with accompanying committee chairs and proposed actions are summarized below.

1. **Develop and Implement a Strategic Plan** – Maureen Burt (East Pendennis Mount) will head up an effort to develop a 5-year plan before the end of the year, working with Duane Wilding and Ann Jackson. This should be updated annually, and should include an annual action plan listing projects with a time line, lead coordinator, and budget for each project. This effort will include identifying legal issues to focus on during the year, and organizing two highly visible public events each year that are social, revenue generating, and enthusiasm building.
2. **Undertake Research, Enhance Data Bases, and Set Watershed Goals:** Lynne Rockenbauch to lead effort to complete CEDS stormwater audit and continue watershed audit project. Dick Spencer to develop information base as a resource for individuals and organizations to go to for help, and conduct experiments to develop new approaches to improve the watershed. Need chair to collect data on river and monitoring stations.
3. **Coordinate more closely with other Public and Private Organizations:** Bob Whitcomb to coordinate working more closely with the Severn Riverkeeper. Identify opportunities to support state and local initiatives, to be a unified voice for the local environment. Lead restoration projects, and develop joint projects with Severn Riverkeeper, South River Federation, and other similar organizations to improve monitoring and assessment, and to experiment with new approaches to solve problems. Use and better coordinate available resources – WSA (Watershed Stewards Academy), CBF, CBT
4. **Improve Governance and Administration of the organization:** Raise funds to hire professional staff, and establish a core professional staff for SRA to coordinate volunteer activities. Increase activity of Nominating and Membership Committees.
5. **Educate Members, Communities, and the General Public:** Do more public outreach ; publicize actions; become a reference and a resource (a “go-to-place”). Develop educational courses for people living in critical areas; do site visits to communities to learn how BMPs for stormwater were done – start to finish. Demonstrate the types of changes that can occur when we work to identify polluters and how to minimize effects. Help individuals and communities learn things they can do and how to use resources for environmental action. Organize hikes (Stevie Wilding and Mike Robinson). Review a new stormwater project each month. Invite speakers to SRA meetings who can talk about specific legislation. Establish a mentoring program for

existing members. Charlotte Lubbert & Steve Barry will put together a flier & survey form with the help of John Rabbe of Opinion Works, a social marketing expert used by WSA.

6. **Raise Additional Funds**: Conduct a fundraising event with silent auction, band, vendors. Increase funding via grants, and business and individual donations; increase individual contributions to \$50,000/year.
7. **Increase Membership**: Invite known and or controversial speakers to meeting to increase attendance; Increase individual membership to 500. Charlotte Lubbert to organize big public events. Bob Whitcomb to lead effort to attain 50 community members. Conduct Photoshop essay of SRA communities (outreach to boost awareness and entice membership)
8. **Initiate Legal Actions** to: Advocate for the river, strengthen and extend Critical Areas laws, and try to get the county and city to increase enforcement of existing laws. Identify ONE large legal target, probably a government, and join with others seeking legally to compel better enforcement of environmental protections for our watershed; get members and volunteers to help with identifying violations to help facilitate change.
9. Recruit Volunteers: Increase number of stormwater/creek/river watchers; expand CEDS volunteers to spot stormwater violations, working with Watershed Stewards. Recruit three more communities to undertake Stormwater Action Fund supported restorations. Continue annual stream cleanups.
10. Support Oyster Program, Project Cleanstream. Continue Project Clear Water

.The full report is available on request.

Business Meeting:

Minutes of April Meeting were Approved .

Treasurer's Report – Treasurer Lynne Rockenbauch reported: \$29,704.46 in the Checking account, \$45,027.73 in the Savings account, total \$74, 732.19. All income and expenses to date are within our budget.

Old Business:

- The May 5 CEDS workshop on Rain Gardens was well attended and successful with 27 attendees. 30 earlier sites are now being addressed. AACounty inspectors are overwhelmed due to budget cuts. We have sent a letter to AACo reporting our findings, and are following up with letters to the developers. We have scheduled a meeting with John Peacock of AACo. The Capital published an excellent article by Pam Wood covering the workshop and the .
- Nominating Committee Report – Charlotte Lubbert –The Committee recommends the following Officers for 2012-13:
John Wright.....President
Bob Whitcomb.....1st Vice President
Dinny White.....2nd Vice President
Lynne Rockenbauch.....Treasurer
Bob vom Saal.....Secretary
Tom Guay.....Communications Secretary
- Charlotte Lubbert moved to accept the above nominations, Ann Jackson seconded, and the slate was elected unanimously. We still need 6 candidates for Outside Directors.
- Land Use Committee – Dinny White – no report (not present). Gene Milgram reported that Jamie Benoit's Open Space redefinition bill passed, but the Growth Action Network (headed by Ann Fligsten) is fighting the bill with the help of the Sierra Club – they are trying to convince Leopold to veto the bill. The Planning Director still opposes the law. The effective date is September to give Planning time to modify the bill. Chris Trumbauer voted against the bill. Bob Whitcomb reported that the County Executive signed the bill today so it is now law.

- Community News – Ann Jackson announced a Bikes for the World Donation event this Saturday, May 19 in Severna Park. Call her for details. Bob Whitcomb announced that his community, Saefern, has expanded its rain garden to now collect ALL parking lot stormwater, with no grants or other outside funding.

New Business:

- Ann Jackson reported that the Stormwater Action Fund committee has received an application for funding from a church. They recommend changing the Rules to specifically allow that, since we have some members who are non-profit “communities” such as churches and sailing clubs. Sally Hornor agreed we should make this change to broaden our base. Bob Whitcomb moved to amend the guidelines to permit non-profits as well as Civic Assns. Charlotte Lubbert seconded the motion and the motion passed. The church in question did join the SRA.
- Bob Whitcomb reported that the Oyster planting will take place on 6/2 from 2pm to 3pm. The Bar was staked last Friday, and is a slightly different location this year – they plant 20’ wide stripes each year. We will try to get Pam Wood of the Capital to write an article.
- Bob Whitcomb reported that the Horn Point Shoreline Restoration Project was completed by John Flood 2009 – 2011 + 12. The SRA was awarded a grant from CBT for this project. It included large rock buffers and a new beach planted with salt marsh grasses. Bob has pictures. The \$14K grant was matched by some private money, estimated total cost was \$25K for 2x50-75’ lots. He intends to write an article for the Log.
- Steve Barry reported that Monarch butterflies and yellow perch larvae have both been sighted for the first time in many years, and the purple pitcher plant bog is doing well, blooming early. Olde Severna Park has 2 schools doing a survey in June/July to assess the effects of drought.
- Sally Hornor has seen kids swimming in the river already. Very low salinity this year.
- Bob Whitcomb reported that some oysters are not surviving – Weems Creek and Olde Severna Park appear to have too little salinity. They will bring shells anyway to provide more habitat. Charlotte Lubbert reported that her spat did well at the same elevation (across the river) – they may have been more mature.
- Sally Hornor reported that the Magothy River Association has suggested a bowling night joint event with the SRA. It would be a fund raiser, but mostly a social event. The first time would be primarily social, but if it is successful it could be repeated as a fundraiser. It is planned for some time this summer.
- Lynne Rockenbauch asked if we wish to make a donation to Bay Journal – we have donated from \$15 to \$49 in the past to support this free publication. Motion made to donate \$25 – motion passed.

Meeting Adjourned at 9:02 PM.

Next Meeting: will be The SRA Annual meeting on Tuesday, June 19, 2012 at at 6:30pm at Arlington Echo. Cooks Café will cater. No alcohol will be served due to School policy. They serve on Sustainable (not disposable) dishes and utensils, so we need volunteers to load the dishwasher after the meeting. The Speaker will be Richard Klein of CEDS describing the results of our Construction Site and Stormwater BMP programs.

Respectfully submitted,

Bob vom Saal