Florence-Darlington Stormwater Consortium
Minutes
September 20, 2012
10:00 a.m.
Clemson University Cooperative Extension
2685 S. Irby St., Suite K
Florence, SC

This meeting was held at the Florence County location of the offices of the Clemson University Cooperative Extension, 2685 S. Irby Street, Suite K in Florence, SC on Thursday, September 20, 2012. Terasa Young opened the meeting about 10:15 a.m. Present were Alma Harris (Clemson Extension), Michael Hemingway (City of Florence), Forrest Whittington (City of Florence), Geoff Smith (URS), Brian Hicks (Florence County), Jerry Dudley (City of Florence), Doug Reimold (Darlington County), Charles Brooks (Darlington County), Julie Ritz (Darlington County), and Terasa Young (Carolina Clear/Clemson Extension). Doug Reimold left approximately 11:00 to attend a funeral.

5-Star Update

Terasa reported that the 5-Star Grant was not funded. However, feedback was favorable for the project, yet the competition was so fierce that this proposal did not make the cut. There were several things mentioned in the feedback that will be addressed for future proposals.

Geoff Smith stated that the proposal may be able to be wrapped into the 319 Grant that City of Florence was planning to submit for Gully Branch. Wrapping these together will bring more stakeholders to the table and may strengthen the 319 proposal.

Doug asked for a copy of the proposal, and Terasa stated she would send Doug a copy via email.

Recent Activities & Reporting

Terasa brought up the often-challenging reporting for information cards and gifts such as sponges and pens. The group decided that using an actual count of the cards as the reporting number would be the best way to achieve our reporting goals. Terasa designed a sign-out sheet with places for totals for each resource.

Terasa mentioned that Darlington County’s reporting last year included website hits, but was not listed this year. Julie will get website hits to Terasa.

Carolina Yards and Neighborhoods was featured in Carolina Gardener magazine. Terasa will obtain the circulations numbers from the magazine.

Terasa asked that all Consortium partners wishing to have a quotation in the Annual Report get it to her by September 27th.
Terasa asked everyone to remember to enter their activity data as they go through the reporting year.

Terasa asked if the E-News newsletter was effective. The members stated they thought it was. Terasa asked about the timing of the emailed newsletter, and the members felt that in between meetings would be the best time to be received. The next newsletter will come out approximately mid-October. Everyone commended Terasa on the quality of the newsletter.

New/Revisited Resources

Terasa reported that Carolina Clear/Clemson University had purchased 4 training videos (DVDs) for use statewide. She stated the four titles were *A Drop in the Bucket, Ground Control, Storm Watch,* and *Rain Check.* Videos can be requested through Terasa. **Terasa will put a reminder for checkout in the next newsletter.**

Terasa stated that the new postcards for Pressure Washing and FOG were ready, and she had some available at the meeting. There are more materials coming for the FOG, which Katie is producing. There was some discussion about what each ordinance provided for in terms of penalties, and **Geoff will check Darlington County’s Ordinance.**

In the past, the Consortium dispensed pet poopy pick up bag plastic containers. Although these were very popular, they were very expensive. The Consortium discontinued their use because of the cost. Recently, Carolina Clear developed a pet waste mascot and slogan and created dog bandanas. **Terasa stated she plans to use them at festival type events such as Howl-o-Ween.**

Terasa stated that there is a new Fact Sheet series being published called H2Ownership. **Consortium members are to please let Terasa know if there are any topics they would like to have covered.**

The 2013 Telephone Survey will be coming soon. There was considerable discussion about the effectiveness of the survey, as it takes 20+ minutes to complete. Consortium partners took the view of the cost effectiveness/time effectiveness to analyze how successful the survey really is in terms of amount of phone calls for the return of information (1000/400). Someone suggested electronic surveys, but most felt that, although it was a good idea, the survey was much too long and needed to be shortened. Terasa stated that Carolina Clear had the same discussion, but there did not seem to be a solution to the dilemma.

Forrest suggested that instead of the phone solicitations for the survey to use the Consortiums themselves. He suggested that the survey be put into the network of consortiums through a year-long initiative. The surveys can be used at events, such as the Sweet Potato Festival and the Pecan Festival. The incentive could be **Survey for a Cerci,** giving people promotional items if they fill out a survey. Terasa suggested that ipads or computers could be used to track the surveys. There was some discussion about security of these electronic items, as well as the number available for simultaneous participation. Another issue would be making sure that the participants actually live in the MS4 or surrounding areas. **Terasa stated she would take the ideas to their next CC meeting.**
Julie asked about the status of the folder idea. Terasa stated that DHEC used to have a folder that they gave out for septic tank users that would allow the property owner to record information such as size, placement, maintenance scheduled, and other things. Julie stated that those could also be used to put the postcards in as a way of getting equal exposure for all of them. Terasa stated that DHEC had given Carolina Clear the folder information but wondered about the cost effectiveness of the folder itself. She asked if a FACT Sheet would be a better cost-effective option. Julie stated she thought that would negate the need for the cards, but that it might be a usable idea. Terasa asked the rest of the Consortium members if they could use the folders. Partners from the City of Florence stated that they would not have as much use for it, but there could still be some use. Florence County stated that they could use them, as well. **Terasa stated she would continue to look into producing folders.**

**Upcoming Activities**

The Eastern Carolina Agricultural Fair is scheduled for October 3 – 10. Carolina Clear is working with Tony Melton (Clemson Extension) and the Florence County Master Gardeners to create two water features that will illustrate using rainwater to replenish the water. The fairgrounds have been reconfigured so that the entrance will allow all participants to go through the agricultural exhibits. Terasa hopes the landscaping and information will continue to grow and serve as a permanent demonstration site for watershed friendly landscaping practices.

River Jamboree will be held at Lynches River County Park October 6. Terasa will be there.

The Sweet Potato Festival is scheduled for October 13. Alma will be working that booth, and Julie stated she would be glad to come work it for a while to give Alma a break.

Rain Barrels will be installed at the Butterfly Garden at N. Hartsville Elementary on October 17. A presentation will be given to the Butterfly club on October 18 using the Enviroscape and showing the student the rain barrels.

Howl-o-ween will be held at Timrod Park in Florence on October 20. This event is for pet owners and their pets.

There is a Downtown Cleanup planned for the City of Florence on October 27, which coincides with Scrap Metal Week October 22-26.

Miller Communications is once again supporting Carolina Clear in the efforts to get out the message regarding clean water. Terasa and Mary from the Sumter Consortium will be recording messages soon.

The Pecan Festival in Florence will be held on November 3.

The next meeting will be November 15th at 10 a.m. in Terasa’s office complex.

Meeting adjourned at approximately 11:45.