



## Lexington Countywide Stormwater Consortium (LCSC)

February 24, 2009 1:00 PM  
Irmo Municipal Building

**Attendees:** See sign in sheets for Consortium member and partners

The meeting was called to order at 1:05 p.m. by Bill Blackston.

The agenda and other materials pertaining to the meeting were handed out at the registration table.

1. Welcome to LCSC – Bill Blackston kicked off the meeting with welcome and commenting on small crowd. With quarterly meetings he was hoping to get more participation and have 2-hour meetings to disseminate the information. He asked that we try to include more educators and partnership participants at these meetings.
2. Storm Tagging Event held on 2/21/09 – Synithia Williams forwarded information from Heidi regarding the super storm tagging event that was well received by all. Event was reported on WIS news on 2/23/09 during the 7:00 pm newscast.
3. LCSC Year-1 FY07/08 Report – Bill Blackston reported that all LCSC members were mailed the Carolina Clear portion of the annual report that included a CD with copies of all the agendas. It took a lot of man-hours to prepare this initial annual report. Bill asked for everyone to review and don't be shy about providing him feedback, both positive and negative, along with any ideas to make the process easier. This will ensure that he is better prepared when it comes time to generate next year's report.
4. 2009 FESTIVALS AND EVENTS – Bill Blackston discussed the LCSC involvement for the main festivals throughout the county for 2009. The LCSC participation is one of the goals we set for the 2009 reporting year. It was noted that vendor space is not normally free and how can the LCSC promote our initiatives without being burdened by the cost. Things to consider are developing partnerships to share the space and cost, work to have the fee

waived and somehow absorb the costs. The LCSC representatives for these festivals are:

- Saluda Shoals (Earth Fare) festival (5/2/09) – Quinton Epps
- Poultry Festival (5/9/09) – Bill Blackston
- Peach Festival (7/4/09) – Natalie McKelvey
- Okra Strut Festival (9/26/09) – Bob Brown
- Cayce Bluegrass Festival (10/3/09) – Ken Knudsen

Katie Giacalone suggested partnering with the “Keep the Midlands Beautiful” who normally attends the major county festivals. The main function of the representative is to coordinate with festival organizers and work towards providing volunteers to keep the table manned during festival hours.

5. CAROLINA CLEAR UPDATE – Katie Giacalone discussed the recent rain garden project and how best to position the signage. She suggested a standard sign design to be used at all locations throughout the LCSC. Rain garden projects should be budgeted somewhere between \$700 - \$1,000. The projects should be coordinated with Master Gardeners and local Beautification Committees. They need to be promoted as educational tools and the long-range benefits they create. Katie suggested the purchase and distribution of rain gauges for the marketing aspects of the LCSC. Synithia agreed to collect the initial data from the members to determine what the costs will be (current cost is \$2.30 each).

Katie next discussed the mass media campaign that is being pursued by Clemson on behalf of the LCSC. These media include TV, radio, billboards, websites and press releases (print). Our emphasis is to target pollutants such as oil, fertilizer, pet waste, household chemicals, etc.. The target audience will be mostly homeowners, pet owners and commercial. Katie ran the LCSC commercial that will go out to WIS, WLTX and WOLO. The commercial will display credit to the “Lexington and Richland Countywide Stormwater Consortiums. Katie agreed to provide copies of the commercial on disk for members to show on their local timewarner cable channel 2.

Billboard space was briefly discussed because the proposed locations have not changed from the last meeting. Bill said we can check out the planned locations by logging on to [www.Carolinaclear.com](http://www.Carolinaclear.com) “Mass Media” button. However, what was interesting was the vinyl material that was lightweight and reusable. This will allow the consortium to move the message between locations in an attempt to get the message out to a larger audience. The actual billboard space will be free due to the 501 c-3 (non-profit status).

Roger suggested having some smaller banners made for use by the communities especially during major events. This will ensure consistency in design, look and feel.

Katie talked about the LCSC database that had been created to allow members to go on-line to enter information from local events, meetings, etc..

Data will then be posted for review and download (PDF format). This program will make compiling the end-of-year reports a lot easier; Bill liked that idea. Bill pointed out that for this to work the MS4's and educational partners have to be diligent on reporting "everything" that attracted a crowd.

6. LEXINGTON GREENWAY ALLIANCE – Sue Green and Quinton Epps began their presentation with an overview of the Community Open Land Trust that was developed in 2003 to enhance the quality of life in communities. Also discussed was out-reach programs, low-impact development and greenway corridors. Quinton explained that the premise of the corridors is to produce safe and accessible bicycle and pedestrian routes. It is very important to establish these corridors before the projected areas become overdeveloped. Grants for the bike paths and walking trails are being pursued along with some fund raisers that include a bike race in Lexington County. The "Get Out Greenways" Annual Statewide Conference is scheduled for October 22, 2009 at the Lexington Municipal Center.
  
7. FUTURE SPEAKERS – Bill Blackston wrapped up the meeting by thanking the guest speakers and soliciting ideas for future guest speakers. One name that was recommended is Alan Mehrzad, Congaree River Keeper. It was noted that the new quarterly meetings will be increased to 2-hours to ensure enough time to cover all topics. Rose-Marie and Synithia suggested opening up the meetings to the public assuming we can get the word out. Also, decided that we need to continue reintroducing everyone at each meeting so new members can put a face to a name.

Next Meeting: May 20, 2009, 1:00 pm at Gibson Park in Lexington.