

ENVIRONMENTAL ADVISORY COMMISSION MINUTES
May 5, 2011

1. CALL TO ORDER

Members of the Environmental Advisory Commission met on the above date at 5:30 p.m. in the Conference Room of the Public Works Facility. Mr. Jay Holley, Vice-Chairperson, called the meeting to order and welcomed members and guests. Ms. Laura Williamson, Chairperson, concluded the meeting. The following attended the meeting:

2. ROLL CALL

MEMBERS:

Ms. Laura Williamson	Mr. Jay Holley
Mr. Wayne Caldwell	Mr. Hugh Cox
Mr. Tim Kelley	

OTHERS PRESENT:

Ms. Marion Blackburn, City Councilmember
Ms. Lisa Kirby, City of Greenville
Mr. Wes Anderson, City of Greenville
Ms. Amanda Braddy, City of Greenville
Mr. David Barham, Citizen of Greenville

3. ADDITIONS/DELETIONS TO THE AGENDA

There were no changes to the agenda.

4. APPROVAL OF APRIL 7, 2011 MINUTES

A motion was made by Mr. Caldwell to approve the April 7, 2011 minutes as presented and was seconded by Mr. Kelley. The motion passed unanimously.

5. NEW BUSINESS

A. Environmental Awareness Award

Mr. Holley began the discussion by presenting the outline (Attachment B) and commented the intention of the new award process was to establish a grant to promote stewardship of environmental efforts within the City. Mr. Holley further explained that a subcommittee consisting of EAC members Ms. Laura Williamson, Mr. Jay Holley, and City staff Ms. Lisa Kirby, and Ms. Amanda Braddy had met to formulate a plan to present to the EAC Commission.

Mr. Holley explained that the first year's grant would have a theme of Stormwater Pollution Prevention due to the fact that Public Works Stormwater Management program is funding the first year's grant cycle; however, different themes in subsequent years could evolve based on future available funding.

1. Proposed Process

Mr. Holley presented the group with a proposed process for the grant cycle. He explained for the 2012 grant, September through October would be outreach to the

selected group. Mr. Holley explained that one group would be selected from the proposed groups and all EAC members would be responsible for outreach. Ms. Williamson stressed the contact with the groups was essential for success of the grant.

Mr. Holley also suggested examples of projects be presented with the grant package to solicit new ideas from applicants. Ms. Williamson stated that projects could also vary based on the proposed group that was selected and it would be beneficial to give examples in the Call for Proposal each year.

Mr. Holley also presented that March 2012, applications would be due; April-May 2012, selection of winner(s) would occur; and June 2012 presentation of award would be given. The timeline would remain the same in consequent years with the year ending in a presentation of results from the previous year's projects and presentation of new grant winner(s) for the upcoming year's cycle.

Mr. Kelley made a motion to accept the proposed process as presented. Mr. Caldwell seconded the motion and the motion passed unanimously.

2. Proposed groups for the 2012 grant cycle

Three groups were proposed for the 2012 grant cycle: neighborhood groups, church groups, and Parent-Teacher Organizations (public schools). Ms. Williamson explained these three groups were initially identified due to being defined groups that had a point of contact for outreach efforts. The groups were also small groups that were manageable for the first year of the grant process, and the groups were representative across the entire City. Ms. Williamson also explained that only one group would be chosen and asked if there were any other groups that should be considered.

Ms. Blackburn suggested science teachers were a good point of contact in the Parent-Teacher Organizations group (PTO). Ms. Kirby stated that she felt PTOs would be a good choice based on the fact that ideas for projects have been defined and the only obstacle has been funding. Ms. Kirby also stated she felt measurable goals would be achieved by this group because of the learning aspects and motivation of the teachers that would be involved. Ms. Williamson asked if all Pitt County Schools would be involved. Ms. Kirby stated that only schools within the City limits would be eligible if City Stormwater Utility Funds were utilized for funding of the grant. Ms. Williamson asked if a particular age group would be targeted and it was determined that all age groups would be afforded the opportunity to apply for the grant.

Mr. Kelley asked about the number of church groups that were represented in the City. Mr. Wes Anderson commented there was an organization of churches that met and they could be the point of contact for outreach efforts. Mr. Holley expressed concern over the possibility of having religious beliefs tied to public funds and the influence it would have on public perception as presented by the City.

Mr. Caldwell offered that neighborhood groups would possibly be a straightforward group to target due to the associations being organized and meeting on a regular basis making outreach by EAC more efficient. Ms. Blackburn commented that

neighborhood associations also have neighborhood grants available to them. The grant from EAC could be utilized by others that do not have access to a grant.

Mr. Kelley made a motion to approve Parent-Teacher Organizations group for the target group of the 2012 grant. Mr. Holley seconded the motion. The motion passed unanimously.

3. Proposed Theme

Due to the funding source for the 2012 grant process coming from Stormwater Utility Funds, it was determined Stormwater Pollution Prevention would be the theme adopted. However, other themes could be adopted in subsequent years as funding became available from other sources. Mr. Holley suggested having themes predetermined by EAC and to rotate the themes annually.

Mr. Caldwell asked about the budget for EAC and stated that when a budget became available it would provide additional funding for the grant. Ms. Blackburn commented that she is in support of an EAC budget and it will be determined in June if a budget will be given.

4. Proposed Subcommittee

Ms. Williamson stated a subcommittee needed to be established to draft the grant application and a one to two page identifier for the Call for Proposal. Mr. Kelley made a motion to nominate Ms. Williamson, Mr. Holley, Ms. Kirby, and Ms. Braddy as the subcommittee to draft the grant application and the Call for Proposal. A second was made by Mr. Caldwell and passed unanimously.

5. Discussion of EAC expectations or required deliverables

Ms. Williamson asked the group to define expectations of the grant. This would consist of things to be included in the grant application and things expected from the grant applicant. The following points were determined:

- A defined community benefit must be defined and should go beyond the project group.
 - There should be an educational component (learn by doing) that is real and measurable.
- The project should be able to be transferable and/or replicated by others.
- What is the expectation of durability of the project? Should funds include maintenance and upkeep of the project for continuity of the project? It was determined the type of project would constitute the details of longevity and continuity and the applicant would need to schedule their project to include future upkeep and maintenance within the funding of the grant.
- It was determined the product of the project would begin July 1st of each year and end June 30th of the following year.

- Requirements for the project:
 - Reports
 - Level of Awareness: Increased awareness of the project, i.e. signage for the public
 - Presentation to EAC – fact sheet of project when completed
 - Determination as to how many people the project touches

It was also determined the Grant Application Package would contain a one to two page grant application, information sheet with illustrative examples of projects, and a one to two page Call for Proposal with details of the grant process.

6. OLD BUSINESS

7. OTHER– FYI

8. PROPOSED AGENDA ITEMS – The following items are proposed for the June 2, 2011 meeting:

A. EAC Calendar (Proposed)

B. Environmental Awareness Grant Update

C. Poultry Plant Resolution

D. FROGGS Update

E. GCPP Update

F. EECBG Update

G. Recycling Committee Update

H. Tree Protection Committee – Tree Preservation Ordinance

9. Adjournment –There being no further business to discuss, the meeting adjourned at 7:10pm.