

Euclid Creek PIPE Committee Meeting Minutes

January 30, 2018 9:00 am – 11:00 am Mayfield Heights Community Center

Present:

Present: Judy Dearden, Highland Heights; Mayor DiCicco, Mayfield Heights; Mary K. Evans, South Euclid; Tony Fioritto, Lyndhurst; Dan Gerson, Mayfield Heights; Ken Messinger Rapport, Highland Heights; Joe Newman, Mayfield Heights; Claire Posius, Cuyahoga SWCD; Mayor Roche, Richmond Heights; Francine Scharver, Lyndhurst & Pepper Pike; Laura Travers, Euclid; Chris Vild, Beachwood; and, Chuck Zibbel, Highland Heights.

The meeting was called to order at 9:03 am

- 1. November 2017 Summit Minutes.** The Watershed Coordinator discussed the first item in the handouts, the [November 9 Watershed Summit meeting minutes*](#), and asked the PIPE Committee members let her know if they have edits. No changes were discussed.
- 2. Expanded Regional PIPE Program & 2017 PIPE Committee Roster.** Ms. Posius next discussed the expanded PIPE program at Cuyahoga SWCD and that her area has expanded to include the Cities of Cleveland Heights, East Cleveland, Pepper Pike, Shaker Heights, University Heights, and Gates Mills Village. Next year members from these communities will participate in PIPE Committee meetings as this year Ms. Posius is again meeting with new communities individually. The 2018 PIPE Committee Roster was discussed and approved as is.
- 3. 2017 PIPE Reports / 2017 Program Accomplishments.** The Watershed Coordinator updated the Committee that the PIPE Annual reports for Ohio EPA are due April 1 and that there is the option to submit electronically via the new STREAM program. She will follow up with each community to see how they'd like to report this year. Ms. Posius and Ms. Scharver discussed the technical difficulties they have experienced thus far with the STREAM reporting and discussed work arounds. PIPE reports will be completed by the end of February.
Ms. Posius then gave the Committee the [2017 PIPE Committee's annual work plan/report](#) highlighting program successes for the year and she went over highlight events that happened throughout the year. The education theme for the year (Lake Erie – Don't Waste It) lent itself to great targeted mailing opportunities and focusing messages on specific audiences; for example of the 5 mailings for the year, two were mailed to pet owners and restaurant owners discussing ways each audience could help improve water quality through specific actions.
- 4. 2018 Draft Outreach Strategy & 2018 Work Plan Review and Approval.** The Watershed Coordinator then discussed the 2018 Outreach Strategy with the Committee discussing the annual theme of 'On the Road to Clean Water'. Like in 2017, the theme has many targeted audiences and messages that the coordinator went over in detail. For message 3 related to litter impacts, Committee members recommended putting ads out at RTA stops and on buses and to reach out to ODOT to get messages on their highway traffic signs (PSA's related to litter and public safety).

The Coordinator then went through the Event Series which is the [2018 PIPE Work Plan*](#).

Discussion and program ideas not identified in the work plan include:

- Several committee members gave dates for upcoming events on the work plan.
- Mr. Vild said Beachwood would be interested in a tree planting with the girl scouts and/or another green cleaning workshop. Mr. Newman said he'd like to help at the Gathering Place presentation if help is needed.
- Mayor Roche and Ms. Dearden have a Boy Scouts contact they can share with me to try and outreach with the boy scout troops.
- Mr. Vild and Mr. Messinger Rapport gave updates on the watershed festival and the Cuyahoga Arts and Culture grant funding, \$4,000, that FOEC received to implement several programs. Program locations noted in the work plan could change from Euclid Creek Reservation, Highland Picnic Area to Greenwood Farm. Mayor Roche was amenable to this suggestion.

- Ms. Dearden offered that we could put educational information on her HHGTF table at the Highland Heights Community Day on July 21.
- Ms. Travers likes that Ms. Posius puts the quarterly articles in the Euclid Observer as she follows up the next month with a complementary education message.
- There was helpful conversation about the education materials being on Dropbox and the need to reiterate to communities what's there and how to access the information regularly.

The Committee verbally approved the 2018 Work Plan for the Watershed Coordinator to implement.

5. Quarterly Articles, Euclid Creek Newsletter, Website and Social Media. The Coordinator discussed with the Committee that the seasonal quarterly articles are complete and on the program webpage. In reviewing the articles, Mayor Roche asked that a photo in the winter salt use article be replaced with something that does not promote using sand as an alternate to salt as that can cause problems like clogged culverts. Ms. Posius facilitated getting a new photo on the article. The newsletter will be issued two times in 2018 in addition to monthly eblasts, so let the Coordinator know if you have article ideas. Ms. Posius is updating the Facebook account regularly for FOEC, and irregularly for the Twitter account.

6. Euclid Creek Watershed Action Plan – 2018 update. The Coordinator updated the Committee on the Euclid Creek WAP update (the Nonpoint Source Implementation Strategy / NPS-IS). The document is done for one project in the watershed to comply with grant requirements, but needs to be expanded to include projects watershed-wide. This will happen in 2018 and in 2019 as watershed modeling will be conducted by NEORSD in 2018/19 and that data will be helpful in refining recommendations in the NPS-IS document.

7. Other Activities/Interest.

The last item Ms. Posius handed out is a Nature Friendly Tips guide that Friends of Euclid Creek's education committee authored. The target audience is renters or apartment dwellers since so many of our education materials are targeted toward homeowners and changing land management practices to be more watershed friendly. Mayor Roche suggested delivering these brochures to apartments throughout the watershed – or working with communities to connect with their rental program registration lists to get the brochures distributed to those audiences.

Ms. Dearden updated the Committee that the Highland Heights Green Task Force 2018 campaign is going to be overall to use less plastic, and to 'Skip the Plastic Straw' at restaurants/bars.

Ms. Travers mentioned that Euclid is now a part of the 'Keep America Beautiful' campaign and education opportunities will arise from that campaign; Mayor DiCicco confirmed that Mayfield Heights is also a part of the Keep America Beautiful program as well.

8. Watershed Summit 2018 Planning / Ideas. Ms. Posius updated the group that the Summit has been set for Thursday, October 18 tentatively in City of Euclid. Activities and timing have not been set until the location is confirmed, but it will be an afternoon/evening event combined with the Cuyahoga SWCD Annual meeting and board elections. Mr. Messenger Rapport suggested having Cuyahoga County Councilwoman Simon present at the annual meeting on plastics.

Meeting was adjourned at 11:07am

Minutes prepared by Claire Posius, Euclid Creek Watershed Coordinator

*All meeting handouts and presentations are available upon request (you can email or call the Watershed Coordinator with your information request); also, some meeting materials are on the program website at www.EuclidCreekWatershed.org under the 'About Us', 'Euclid Creek Watershed Council' page.