



Dave Piech, Chair
Robert Bender, Vice Chair

PPBEP Policy Board Minutes

July 28, 2021 at 1:30 p.m. CT

Santa Rosa Board of County Commissioners' Chambers

6495 Caroline Street, Milton, FL 32570

Recording link: <https://youtu.be/GUImf1IfdtA>

Members Present

Dave Piech, Chair	Santa Rosa County
Robert Bender, Vice Chair	Escambia County
Benjamin Boutwell	Town of Century
Mike Norberg	Okaloosa County
Woody Speed	City of Orange Beach
Ann Hill (ph)	City of Pensacola
Bob Cole (ph)	Santa Rosa County
Dan Dealy (ph)	Baldwin County

Members Absent

Doug Underhill	Escambia County
J.B. Schluter	City of Gulf Breeze
Shannon Rice	City of Milton

Agencies and Interested Parties Present

Donald Killorn	PPBEP
Whitney Scheffel	PPBEP
Logan McDonald	PPBEP
Emerson Cheney	PPBEP
Matt Posner	PPBEP/Escambia County
Chasidy Hobbs	UWF
Eric Schneider	ESA
Kris Poore	idgroup
Mona Amodeo	idgroup
Naisy Dolar	Santa Rosa County
Holly Benson	Business Partnership Committee
Barbara Albrecht	BFA/UWF
Elizabeth Major	Citizen

1. Call to Order

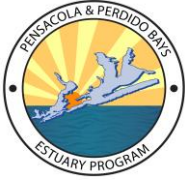
2. Roll Call – Quorum was not met

3. Approval of May 26, 2021 Policy Board Minutes

- The May 26 Policy Board meeting minutes were not approved
- Action items from this meeting will be carried over to the next Policy Board meeting to be put to vote, pending quorum.

4. Guest Presentation: Mona Amodeo & Kris Poore of idgroup

Mona Amodeo and Kris Poore of idgroup shared their process and deliverables for PPBEP's branding. PPBEP contracted idgroup to develop a new logo, visual design elements, and associated communication strategies to transform the PPBEP brand in order to enhance communication and outreach with all of its constituents.



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Ms. Amodeo and Mr. Poore discussed the process that informed the development of an identity narrative and logo. Since this meeting, idgroup has completed their contract and provided a completed visual identity toolkit and communication outreach strategy.

Commissioner Cole expressed concerns about the outputs and requested that a discussion around the program's name be added to the next meeting. Amy Newbold, EPA, complimented the new logo.

5. Staff Updates

a. Financial Update

- The Program continues to operate with a surplus of funds, equating to about \$50,000 per quarter.
- Commissioner Cole requested that an assistant deputy position would be included in the budget. Donald Killorn stated that any recommendations or discussion concerning staff budget changes would occur during the discussion for action item 7C on the agenda.

b. Human Resources Update

- The program received 112 applications for the Environmental Scientist position. The applicant short-listing process is ongoing. Staff hope to select an individual for the position prior to the next regularly scheduled Policy Board meeting in September.
- The Outreach Assistant position was posted on Friday, July 23rd. The application window for that position was open initially for 14 days but may be extended based on number of applicants. Since the meeting, the application period was extended and ends August 18th.

c. Technical Update

i. CCMP

- Whitney Scheffel, PPBEP, presented a visual to highlight the process and workflow of CCMP development including workshops, community values survey, and education and outreach strategic planning.
- W. Scheffel and the FLRACEP team (UF/UWF) developed a draft action plan based on the stressors and needs assessment workshops, the indicator workshops, and the community values survey.
- PPBEP staff submitted the draft action plan to technical committee members for review and feedback in early July. The narrative to support the action plan is currently being drafted.
- The National Coastal Condition Assessment (NCCA) & National Wetland Condition Assessment (NWCA) have been completed. The data that was collected is being reviewed for quality assurance and analysis is ongoing. The results will provide a snapshot of environmental health in ecosystems across the PPBEP watersheds.

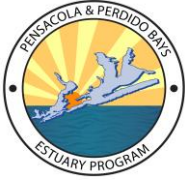
ii. Oyster Mapping

- The oyster mapping in Escambia and Pensacola Bays was completed by MREC Environmental. This data will supplement the mapping completed by MREC Environmental for The Nature Conservancy and Santa Rosa County in Blackwater and East Bays. The data is being synthesized into final reports.

d. Outreach update

i. Community Grants Update

- Logan McDonald, PPBEP, shared an overview of the 2020-2021 Community Grant



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- Program, highlighting major impacts of the funded projects.
- A Florida State appropriation for \$250,000 will fund the 2021-2022 Community Grant Cycle. Applications are due August 3, 2021. Eligible entities include 501(c)(3)s, educational institutions, and local governments.
 - The Policy Board will review and select projects for funding on September 1st. Award recipients will be announced on September 23rd at the Community Grant Symposium. The anticipated implementation period for selected projects will be from October 1, 2021 – May 31, 2022.
- ii. National Estuaries Week, September 18th – 26th
- Logan McDonald and the Education and Outreach Committee are developing a robust calendar of activities for National Estuaries Week (NEW) that includes outdoor excursions, volunteer opportunities, and events. Additional details will be provided as NEW approaches.
 - Commissioner Cole shared his excitement for the upcoming events and optimism for a future where National Estuary Programs connect the entire Gulf Coast.
 - Commissioner Bender requested more outreach/volunteer opportunities for community members.
- iii. Public Events Summary
- PPBEP staff will be attending the Alabama Water Resources Conference in Orange Beach (September 8-10). Logan McDonald will be presenting *Building a Cross State Estuary Program during a Pandemic*.
 - Emerson Cheney, PPBEP, provided a brief update on the Estuary Program's Trash Free Waters Project. The initial cleanup and boom install at Jones Creek and boom installation at Carpenter Creek is scheduled for July 31st.

6. Discussion Items

a. PPBEP & Mobile Bay NEP boundary

- Donald Killorn discussed the overlap in interest of the Baldwin County portion of the Perdido watershed between the Mobile Bay NEP and the PPBEP. Both organizations are interested in the environmental health of the Perdido Bay system, so the organizations are now working towards a memorandum of understanding (MOU), outlining the role of each organization in the environmental management of the Baldwin County portion of the Perdido Bay System.
- Commissioner Bender requested additional information about the contents of the proposed memorandum. The MOU will likely contain guidance on the type of work that both estuary programs will do in the area, as well as specific methods for communication between the two organizations.
- Commissioner Cole recommended that staff research existing MOUs or technical agreements between existing estuary programs as a model for effective management of the estuarine systems through collaboration between organizations.
- Woody Speed, City of Orange Beach, shared that Matt Posner will be drafting the MOU.

b. PPBEP Committee Structure

- The Education and Outreach, and Business Partnership Committee chairs, Chasidy Hobbs and Holly Benson, respectively, have discussed adding additional leadership roles to their committees' structure.
- These committees will remain open, and fact-finding. Roles will be identified to improve the impact of the committees.
- Commissioner Cole expressed his motivation to transition the Estuary Program to be an independent organization. Donald Killorn will present a proposal to move the Estuary Program towards independence at the September meeting.



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7. Action Items

- a. Adopt updated PPBEP bylaws
 - Donald Killorn presented an update to the bylaws that would allow the Policy Board to adjust the membership structure of a committee to suit the desired purpose of that committee. This item will be put to vote at the September meeting.
- b. Appoint Finance Sub-Committee
 - Board members discussed the establishment of the Finance Sub-Committee. Donald Killorn will send a message to each of the Board members to establish a list of interested candidates for the sub-committee and proceed with establishment at the September meeting.
- c. Approve EPA grant update, pending review by Finance Sub-Committee
 - Donald Killorn and EPA have been working to finalize an update to the \$2M grant.
 - Mr. Killorn sought approval for the grant update, pending review of the updated budget by the Finance Sub-Committee. This action will be put to vote at the September meeting.
- d. Adopt PPBEP Community Grant 2021-2022 selection process
 - PPBEP staff sought approval to implement the same Community Grant selection process as the 20/21 program. The Policy Board approved the selection process in 2020 and Donald Killorn suggested this action item does not require a vote or re-approval. Policy Board members agreed.

8. Committee Updates

- a. Technical Committee update
 - Chair Jessica Bibza shared key discussion points from the technical committee meeting on July 27th that focused on the review of the draft action plan for the CCMP. Fifteen individuals have submitted feedback on the draft action plan so far. She also shared committee members' feedback on committee structure and roles, and it was decided that until CCMP is completed, the structure as it stands is suitable for members.
- b. Oyster Sub-Committee update
 - The Oyster Sub-Committee was convened on June 30th and W, Scheffel provided a summary of current and planned oyster efforts including research and education and outreach. Members also discussed committee structure, future meeting content, and priorities of the sub-committee.
 - The East Bay Oyster Habitat Restoration project (TNC) is underway.
 - The next meeting is scheduled for August 24th.
- c. Education and Outreach Committee update
 - The committee has been working with staff to establish an Education and Outreach Strategy for the CCMP. Chasidy Hobbs, UWF, shared her vision for the Education and Outreach Committee and expressed that establishing member roles will help participants continue to support the PPBEP by beginning to implement the education and outreach strategy.
- d. Business Partnership Committee update
 - Holly Benson introduced herself to the Board as the Chair for the Business Partnership Committee.
 - Ms. Benson shared her vision for the Business Partnership Committee and requested assistance from the Board to identify business leaders in their communities for the committee.
 - Dan Dealy and Woody Speed provided names to Donald Killorn and requested that the information be shared with Ms. Benson.



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9. Policy Board/Agency Updates

- Donald Killorn stated that he hopes to host a meeting of the Management Conference, which is comprised of the Policy Board and all of the committees that support the program.

10. Public Comment

- Barbara Albrecht, BFA, shared several concerns about the trajectory of environmental health in the Pensacola and Perdido Bay Systems.

11. Adjourn