Draft Minutes

Exeter Fertilizer Education Committee

August 12, 2015

Attendees: Kris Vaughn, Ginny Raub, Gwen English, Jim Tanis, Jeff Barnham, Joanna Pellerin, Kathy Corson, Pete Richardson, Sue Ratnoff, Kristen Murphy

Committee met in the small meeting room at the Exeter Town Hall from 9:00 am to 11:00 am. The following details were discussed during the meeting.

We discussed the 'WHY' for all of this work.  Here are just a few bullets with details hyperlinked:

* [70% of Nitrogen in Great Bay is from Non-point source pollution](http://des.nh.gov/organization/divisions/water/wmb/coastal/documents/gbnnpss-report.pdf)
* [Of that 70%, 15% is due to chemical lawn fertilizer](http://prepestuaries.org/prepa/threats/threat-nitrogen-loading/)
* [The Wastewater Treatment Facility permit through EPA and the Stormwater Permit both require the town to reduce and educate about stormwater pollution. These are regulatory reasons behind this effort.](http://exeternh.gov/publicworks/wastewater-reports)
* [In Exeter, the majority of rivers are "impaired" meaning they do not meet state water quality standards](http://www.epa.gov/region1/npdes/stormwater/nh/305bMaps/Exeter_NH.pdf)

The 2 main project goals are Ordinance Development/Adoption and a Fertilizer Education Campaign.

**Ordinance:**Our goal is to work a zoning amendment through the process this year (goal of March 2016 adoption), followed by a town ordinance in 2016. .

**Education**:  We will build on the Think Blue Exeter education campaign which is the ducky campaign   If you are not familiar with it CLICK [THINK BLUE](http://exeternh.gov/bcc/think-blue-exeter) to go to that section on the town website.  The best is the rubber ducky videos at the bottom - need some professionalizing but the messages are simple and clear.

To accomplish the above goals we have broken the tasks into 4 focus groups.  There will be overlap between them.  For those that could not attend today, please let us know which of the focus groups you are interested in participating in**.**

RESEARCH FOCUS GROUP - Kathy, Ginny, Gwen, Kris

Current tasks include:  collecting info on other successful programs, connect with landscapers (large and small), and see what they do, what works, etc, research Arjays for example to determine how much they sell, what types, etc

EDUCATION FOCUS GROUP - Sue, Jody, and Kristen

Develop an education plan.  We discussed simple "do you know" messages and ducky videos on Ch 22, a water quality friendly lawn care campaign with decals you can place on your door/window to show your participate, a program with the schools.  In addition we will target having a presence at Household Hazardous Waste Day (HHWD) Oct 3rd, the transfer station, and election day for starters.  Outreach will target students, business owners, lawn care companies, Homeowners associations, and residents

PR FOCUS GROUP - Jim, Jody, Kris and Gwen

Development of our message.  Early tasks will include development of mission/vision statement, a catchy name, decal design, newspaper articles, facebook messages, and media for outreach events such as HHWD.

ORDINANCE FOCUS GROUP - Pete, Kathy, Gwen, Jeff, Kristen

This group will do the research and development of ordinance text.  Early task are to modify Newcastle's text for a draft zoning ordinance, and reach out to PB to recommend it for the amendments this year.

NEXT MEETING 8/18 AT 11:00 (Nowak Rm).