



GRAND VALLEY METROPOLITAN COUNCIL

ADA TOWNSHIP O ALGOMA TOWNSHIP O ALLENDALE TOWNSHIP O ALPINE TOWNSHIP O BELDING O BYRON TOWNSHIP O CALEDONIA O CALEDONIA TOWNSHIP O CANNON TOWNSHIP OCASCADE TOWNSHIP
CEDAR SPRINGS O COOPERSVILLE O COURTLAND TOWNSHIP O EAST GRAND RAPIDS O GAINES TOWNSHIP O GEORGETOWN TOWNSHIP O GRAND RAPIDS O GRAND RAPIDS TOWNSHIP O GRANDVILLE
GREENVILLE O HASTINGS O HUDSONVILLE O IONIA O JAMESTOWN TOWNSHIP O KENT COUNTY O KENTWOOD O LOWELL O LOWELL TOWNSHIP O MIDDLEVILLE O NELSON TOWNSHIP
OTTAWA COUNTY O PLAINFIELD TOWNSHIP O ROCKFORD O SAND LAKE O SPARTA O TALLMADGE TOWNSHIP O WALKER O WAYLAND O WYOMING



Public Engagement Committee
Wednesday, January 11, 2023
2:00-3:00 PM
Virtual Meeting

https://us06web.zoom.us/j/83845524999?pwd=dTZUVVZqZzRDMDJrQnVIQ1ZlalQ4Zz09

Agenda

- a. Welcome and Introduction
b. Attendance: Courtney M, Cara D, Jacob U, Natalie D, Mary G, Rachel F, Melissa B, Dennis B, Grant S, Robert C, Dana S, Eileen B, Tyra J, Rachell N, Dan T, Hannah M, Jerry O, Kate M, Ken Wiley (EGR), Joe B, Jessica Pieri
c. Vice Chair- Tyra Jonas with the Village of Spring Lake
2. Schedule for 2023 - Meeting times 2:00-3:00 PM – Quarterly; Virtual until further notice
a. 2023: January 11, April 12, July 12, October 11
3. Cooperating and collaborating with LGROW’s network to foster public education and outreach regarding shared environmental priorities.
a. Giving green cleaning supplies for Xmas gifts
i. LGROW will have a bundle of green cleaning supplies to sell as Valentine’s Day gifts
b. Don’t be a pain, adopt a drain - Grant
c. White Caps or Paid Advertising
i. May 25th cost \$500 for a table at the game
1. Can be more work, does hit target demo of families and kids, can have one on one interaction
ii. Bus Ad- interested to get an outside bus ad
1. https://www.ridetherapid.org/doing-business-with-the-rapid/advertise-with-the-rapid
iii. Billboards- would get more people seeing billboards than bus ads
1. Would need to run for a month
2. Need to have a concise specific message
iv. Consider equity- bus ad audience is different than billboard audience
v. Message would be focused on a PEP topic- would be a targeted stormwater education topic
vi. What kind of digital marketing are we planning?
1. Can get more bang for your buck
d. Community Events
i. Farmers Markets
1. LGROW is interested in attending and tabling at Farmers Markets

- a. Hudsonville: Teri Schut (616) 669-0200
- b. The Village of Spring Lake and City of Grand Haven's Farmers Markets are ran through the Grand Haven, Spring Lake, Ferrysburg Chamber of Commerce. Spring Lake's is Thursdays from 9 to 2pm during the summer.
<https://grandhavenchamber.org/play/farmers-markets/>
 - i. Grand Haven Chamber- Antoinette Martin 616-842-4910
- c. Caledonia has a summer one. There used to be one on Plainfield by Lowes
- d. What about Robinette's on the Beltline? Not a Farmers Market, but maybe a good event audience.
- e. Fulton Street obviously in GR, but more targeted approach for new audiences might be tabling at the After Dark & BIPOC market nights specifically
- f. Connect with chamber events staff (ex: City of Grand Haven- Chamber of Commerce)
- g. Kids activities at farmers markets are always nice - that's one of the things that Ada's is well known for and parents of young kids love going because the kids can have fun - and you can talk to parents while kids do stuff
 - i. Tuesday mornings in Ada

4. Supporting programs, events, materials, and activities that help communities meet the educational requirements of the NPDES stormwater permits (MS4s)

- a. 2023 PEP Implementation
 - i. Spring Tips + social media plan available in the Dropbox
 - ii. <https://www.dropbox.com/home/MS4%20Public%20Education%20Social%20Media%20%2B%20Website%20Materials> Posts are available in Spanish also in the dropbox
 - iii. Kiosk Flyer and Signs
 - 1. LGROW can customize signs for communities to post on billboards in parks, city halls. Ex: pick up your pet waste, this park is located in XYZ watershed
 - iv. EPA Targeted businesses/groups
<https://www.dropbox.com/home/MS4%20Public%20Education%20Social%20Media%20%2B%20Website%20Materials/EPA%20Targeted%20Businesses>
<https://www.dropbox.com/home/MS4%20Public%20Education%20Social%20Media%20%2B%20Website%20Materials/Outreach%20Flyers>
 - 1. Auto Shops
 - 2. Construction Crew
 - 3. Construction in your Neighborhood
 - 4. Lawn Care
 - a. Ken will get to landscape association (and salt usage flier), might have future tabling opportunities
 - 5. Parking Lots
 - 6. Restaurants
 - 7. Need materials for marinas/boats
 - 8. New salt usage fliers
 - 9. Need to reshare links or make sure that they are open links

- b. 2023 Giveaway Materials
 - i. Focused topic will be:
 - 1. Public reporting of illicit discharges (2023/2024)
 - 2. Giveaway Ideas
 - a. Pet waste bags
 - b. Coloring books
 - c. Colored pencils
 - d. Foldable LGROW bags
 - c. Check out catalogue – things available through LGROW
 - i. Adopt a Drain Kit Ready to Use
 - ii. Stream Cleanup Kits
 - iii. Activities and Games
 - iv. Tri-fold
 - v. Salt Watch Kits
 - d. Outreach
 - i. Newsletter articles are in the dropbox, please use them as you see fit
 - 1. LGROW written blogs
 - 2. Community newsletter schedule
 - ii. Outreach Flyers
 - 1. Pool Flyers
 - 2. Managing Lawns
 - 3. Parking Lot Pollution
 - 4. Put Waste in its Place
 - 5. Stop the Salt Assault
 - 6. <https://www.dropbox.com/scl/fo/uf3gg567q1kiforpzac3/h?dl=0&rlkey=awetx3zpc9i4qrir0z89i9b1>
 - iii. Outreach Flyers for the future
 - 1. Sending our RFP for marketing
 - 2. Marina Proper Disposal of Waste
 - 3. Will be creating QR codes for outreach materials and fliers so people can use those instead of having a ton of fliers
- 5. **Documenting successful implementation, the Information and Education Plan of the federally-approved Lower Grand River Watershed Management Plan.**
 - a. Round Table (Winter/Spring Events)
 - i. SO Grand Haven has winterfest coming up Jan 27-29
www.grandhavenwinterfest.org
 - ii. LGROW Spring Forum June 8-10, MS4 meeting at the Pinnacle Center on June 9
 - iii. for any of you who work with schools - our annual Earth Day Student Webinar will focus on watershed issues, as EGLE continues to celebrate the "Year of Clean Water" in honor of Clean Water Act's 50th anniversary. Student webinar will be April 20 at 1pm, registration TBD but check EGLE Classroom at <https://www.michigan.gov/egleclassroom> for info when it goes up. I also run a monthly webinar series for educators (teachers but also nonformal educators) to learn about EGLE focus areas if you wanted to pass on to teachers in your lives: <https://www.michigan.gov/egle/public/egle-classroom/enviroschool-series>
 - iv. Hudsonville- We are planning to host a DPW day in May for Public Works Week

- v. Tyra- SL Village has a village wide easter egg hunt, with trash cleanup
- b. LGROW Committee Updates
 - i. Technical
 - ii. Sustainability
 - iii. Subwatershed
 - iv. SWOrd
 - v. Other Partner Updates

Adjourn: Next meeting scheduled April 12, 2023

Meetings will be virtual until further notice; Will update calendar invite if this changes.