

**Virginia Water Monitoring Council Steering Committee Minutes**  
Monday, March 20, 2006  
USGS, Richmond, VA

Minutes by David Buckalew

**Steering Committee representatives attending:**

Clean Virginia Waterways (CVW) – Katie Register  
County of Henrico, Department of Public Works (HDPW) – Robin Wilder  
Ferrum College (FC) – Carolyn Thomas  
James River Association (JRA) – Chuck Frederickson  
Longwood University (LWU) – David Buckalew  
People Protecting Watershed Headwaters (PPWH) – Jim Disbrow  
United States Geological Survey (USGS) – Mark Bennett  
Virginia Association of Counties (VAC) – Matt Ellinghaus  
Virginia Department of Conservation and Recreation (DCR) – Nicole Sandberg  
Virginia Department of Environmental Quality (DEQ) – James Beckley and Stuart Torbeck  
Virginia Department of Forestry (VDOT) – Sam Austin  
Virginia Institute of Marine Science (VIMS) – Lyle Varnell  
Virginia Rural Water Association (VRWA) – Ken Coffman  
Virginia Water Resources Research Center (VWRRC) – Jane Walker

**Organizations without a representative at the meeting:**

Alliance for the Chesapeake Bay (ACB)  
Citizens for Water Quality (CWQ)  
United States Environmental Protection Agency (EPA) Region III  
United States Marine Corps, Quantico Base (USMC)  
University of Virginia (UVA)  
Virginia Agribusiness Council (VAC)  
Virginia Association of Municipal Wastewater Agency (VAMWA)  
Virginia Association of Soil and Water Conservation Districts (VASWCD)  
Virginia Department of Game and Inland Fisheries (VDGIF)  
Virginia Department of Health (VDH)  
Virginia Department of Transportation (VDOT)  
Virginia Municipal League (VML)  
Virginia Water Well Association (VWWA)

**Committee Chairs attending:**

Communications and Marketing – Jim Disbrow  
Finance – Katie Register  
Inventory – James Beckley  
Operations – Sam Austin

**Guests:**

Lake Anna Civic Association – Dick Clark

Mr. Chuck Frederickson (JRA), 2006 VWMC Chair, led the March VWMC Steering Committee meeting. Several new members to the Council were present and group introductions ensued. The meeting's agenda and minutes from the previous meeting were adopted as presented.

### **Financial Report:**

Jane Walker distributed the report showing a balance of \$1,772. This balance did not include the recently awarded \$6,315 project funds from VA DEQ for purchasing Water Monitoring Day kits and supporting the VWMC's marketing and educational activities. A proposal from VDH for \$4,900 is pending.

### **Old Business:**

#### **1) Marketing the VWMC:**

Jim Disbrow presented the ideas put forth by the Communications Committee for the new VWMC posters, bumper stickers, and information brochures for discussion and general approval. Katie Register (CVW) asked if the use of the previous VWMC logo had been completely abandoned. Some discussion ensued on the old logo, but due to time constraints, the group mostly discussed the new marketing materials.

Several suggestions for additions/corrections to the new **brochure** included:

- perhaps use a more appropriate photo of a freshwater ecosystem instead of the marine/beach setting
- the cost for multi-colored printing may be too high
- Replace the statement..."We'll provide a speaker for your meeting, too." with, "Ask us how the VWMC can help you."
- perhaps incorporate the old VWMC logo to better communicate the VWMC name
- expand the tri-fold format into a quad-fold format
- reduce the size of the magnifying lens/work on lens handle
- remove "We have a 25-member steering committee....."
- edit "water monitoring sites and organizations throughout Virginia." to "...water monitoring programs throughout Virginia." and remove "and what they have found." at the end of the section
- re-check (see: "VA Water Monitoring" at <http://VirginiaWMC.org>) for accuracy.
- remove "free" from the sentence dealing with membership
- change "sponsoring" the VWMC....to supporting the VWMC
- print a limited number (500) in time for distribution at the EnviroVA meeting at VMI

Suggestions for the new **bumper sticker** included:

- remove the icon of the Virginia state outline
- remove the statement "Participate – Investigate – Communicate"
- use only one color – blue on white –
- make "Know Water?" bigger
- keep **Virginia Water Monitoring Council**
- print a limited number (500) in time for distribution at the EnviroVA meeting at VMI.

Suggestions for the new VWMC **poster** included:

- use the blue background instead of the rainbow spectrum
- perhaps a single poster could be printed at USGS (Mark Bennett) in time for EnviroVA

All members of the VWMC Steering Committee expressed their sincere gratitude to Jim Disbrow and the other members of the Communications Committee for their time and hard work on this very important project.

**2) Feedback on Michael Helfrich's (Lower Susquehanna Riverkeeper) presentation (VWMC funded) at the winter meeting of the VA CWQ meeting in Charlottesville – Feb 18, 2006**

All members of the Steering committee who attended the Feb 18<sup>th</sup> meeting commented favorably on the presentation given at the CWQ gathering. Michael's message was appropriate for the CWQ audience and applications of same. The VWMC supplied an honorarium in the amount of \$50 and covered Mr. Helfrich's travel expenses.

**3) VWMC's support to the Lake Anna Civic Association's February meeting (\$150).**

Dick Clark (LACA) reported that his organization received enough support to be able to fund their speaker and have their meeting as initially planned.

**New Business:**

**1) Environment Virginia at VMI – April 18-20:** This year, the VWMC will have a booth staffed by Chuck Frederickson, Robin Buckalew, and Alecia Daves. Brochures and assorted trinkets will be distributed. Extra table space will be used to display the brochures of other VWMC member groups (e.g., SOS, CWQ, ACB, etc). The Steering Committee approved 500 new brochures and 500 new bumper stickers to be printed in time for this event and at least one (1) poster (to possibly be printed at USGS).

**2) Richmond's 3<sup>rd</sup> Annual 14<sup>th</sup> Street Bridge James River Fish Festival (celebrating EarthDay) – April 22:** Stuart Torbeck (DEQ) distributed flyers to advertise this event. Stuart commented on the high number (500) of visitors to the event last year. Ralph White, Park Manager/Naturalist of the James River Park is the point of contact for this event ([www.jamesriverpark.org](http://www.jamesriverpark.org)). This year's festival includes a variety of events and will also include several DEQ-sponsored activities such as fish shocking and water testing. Since this activity occurs just after EnviroVA, Chuck Frederickson volunteered to relay VWMC flyers, etc. to the ACB booth at this event.

**3) CVW Rainbarrel workshop** – Katie Register mentioned that time constraints and other activities will force her to cancel plans for a Spring 2006 workshop. The time and expense of obtaining, transporting, and cleaning out 50 barrels suitable for such projects is high. It was generally agreed that if VA DCR and the VWMC could both co-sponsor a workshop in Spring

2007, then it could be arranged possibly with the aid of personnel from the Piedmont Soil and Water Conservation District office. Costs would be determined next year.

**Committee Reports:**

**Operations:** Sam Austin (VDOF) voiced the committee's desire to form a new committee – the Event Planning Committee – whose task would be to plan, prepare, and coordinate VWMC sponsored events. In this way, the Operations Committee could devote increased time to strategic planning to facilitate more progress with other committees. A motion to create such a committee was agreed upon by unanimous consent. The members of such a committee should include (among others): 1 person from Operations, 1 from Finance, and 1 from Education committees.

**Inventory:** Since Roland Owens left DEQ, James Beckley reported that progress on the inventory has slowed. James thinks that the new electronic layer of data will, hopefully, be ready to upload in the coming months (Summer 2006).

**Marketing:** (See Old Business)

**Finance:** Katie Register (CVW) will electronically solicit a voluntary appeal for dues to the VWMC.

**Education:** No report.

**Groundwater:** No report.

**Other Announcements:**

- Katie Register announced that Barry Fox, 4-H Extension Specialist in Marine Education, has developed a CD about water quality and is looking for reviewers before publishing the CD. Anyone interested in helping to review the information in this CD should contact Katie.
- James Beckley announced that Stacey Moulds, VWMC Steering Committee member representing the ACB, is leaving the Alliance. The Alliance remains committed to working with the VWMC and anticipates that the new program coordinator will be willing to serve on the VWMC Steering Committee.
- **DEQ:** James Beckley reported:
  - 1) The VA DEQ will be releasing the draft of the 2006 305(b)/303(d) Integrated Water Quality Assessment Report in the summer.
  - 2) The DEQ has contracted a programmer to develop a database where data from citizen volunteers, grant recipients, local governments and other groups can submit water quality data to DEQ. This database will be available this fall. The VWMC inventory committee will review the possibility of linking the VWMC GIS map to the DEQ database to allow users to see site specific data.

- 3) The DEQ has requested additional funding for the citizen monitoring programs (\$151K) less \$45K to provide sponsorship of the 20<sup>th</sup> Anniversary Symposium for the Smith Mt. Lake Water Monitoring program.
- 4) If funded, the DEQ-supported Citizen Water Monitoring grants would have the following schedule:
  - submission of RFP by July 15
  - monetary awards to grant recipients by Jan 2007
  - final reports due by Feb 15 of the following year
- 5) In years past, the ACB, Virginia SOS, DCR and DEQ have operated under a letter of agreement to work together in support of citizen water quality monitoring. These organizations and agencies are in the process of renewing the agreement. If the VWMC is interested in entering into the agreement, the VWMC would need one person, the VWMC Chair, to sign the letter of agreement.

Future meeting date:                      Wednesday, May 17 – at VDOF, Charlottesville