

February: Water Quality Awareness Month 2013

Partners at table:

Jan 15, 2013

- Alison Higgins, Sustainability, KWCity
- Elizabeth Ignaffo, Engineering, KWCity
- Rhonda Haag, Sustainability, Monroe County
- Karrie Carnes, Public Information, Sanctuary
- Amber Stonik, Programs, Reef Relief

Feb 1, 2013

- Alison
- Amber
- Meaghan Johnson, TNC
- David Hawthorne, City Marinas
- John Bartelmo, OMI
- Stewart Johnson, KWCity Intern
- Jay Gewin, KWCity
- Tom Sweets, Wildlife Rescue

Other Partners Invited: DEP, MOTE, Other Marinas, Monroe County Extension Service,

Other Partners to Invite: FFWCC, West Marine

Documents: The group will share documents here:

https://docs.google.com/a/inthekeys.org/folder/d/0BydRjQTjxU_kODcyNG56TmI4OGc/edit

(you might need to have a google account to access this... Let me know if you have issues)

Subjects: During the first meeting, the group reviewed and discussed and prioritized potential actions that we could ask the general public to take. We covered Clean Boating, Fertilizer, Sunscreen, Everglades, Sewers, Stormwater, Pet waste, etc.

The three action areas/projects the group finalized are:

- 1) Fish Cleaning into marinas/canals
 - a. Meet with marinas, fishermen/guides associations, wildlife rescue to come up with combined campaign.
 - Signage
 - Educational talking points
 - Spokespeople
 - b. Extra opportunities:
 - Jim Sharpe radio show,
 - Jason Wolfe MOTE/Ocean Angler,
 - Florida Sportsman,
 - other fishing radio shows.
 - c. Photos/Stats/verbiage for story ideas / facebook posts – who has more?
 - Interview with Jan Blackmon (after City recognition on Feb 18)
 - Also seal trash better, double bag fish for smell.
 - Fish cleaning into marinas attracts pelicans, which increases pelican poo, also increasing nutrient loads. Feeding changes pelican behavior, making some more aggressive and changing migration patterns. Supposed to go back to Carolinas each year, but some don't. They start begging and are no longer wild birds. They also will steal bait and dig in trash. Young pelicans that get fed don't hunt. 5-410 pelicans per year die of starvation when the fishing boat traffic is low.
 - David will look at his Clean Marina reporting documents about water quality numbers at City Marinas.
 - Rotting carcasses equal high algae equal low quality water and less coral.
 - Looking into public/private partnership in fish grinding stations for chum creation.
 - Quotes from fishermen about water quality – possible interview?
 1. Joe Mercurio (David)
 2. Capn Ron on Blue Eyed Traitor (Tom Sweets)
 - d. Need to find folks that were doing fish chum stations (long term) – Jan Blackmon

2) Appropriate Fertilizing

- a. Businesses: Green Industry Best Management Practices licensing law
 - Work with Kim Gabel to hold workshop for professional landscapers in June (GB month)
 - Work with City and County licensing depts. to put requirement in landscaping business permit checklist.
- b. Homeowners:
 - Kim on US1, Alison at KW Botanical Garden.
 - One pager to put on community/flyer/notice boards (longterm)
 - FCAA Billing Statement? (longterm)
- c. Long-term goal: work with garden clubs and home tours to include educational messages or tours.
- d. Long term partners: Box stores
- e. Photos/Stats/verbiage for story ideas / facebook posts – who has more?
 - Kim will send this week.

3) Protecting Stormwater Drains

- a. Stop Dumping campaign
 - What shouldn't go down drain
 - Who to call if you see something
 - BMP car washing
- b. Stormwater Stenciling campaign (Reef Relief has Alternative Spring Break volunteers in March)
- c. Photos/Stats/verbiage for story ideas / facebook posts – who has more?
 - We have trash guards and baffle boxes. (how many of each?) Trash guards are simple baskets that fit just inside the storm drain. Baffleboxes are multi chambered, large concrete structures that slow the storm water down, allowing debris to settle out. The baffleboxes have been in around one year and OMI has been collecting data on how much is found in them. John will provide spreadsheet with stats. All trash guards and baffle boxes get serviced at least once per year, so a crew is always working somewhere. [\(Perhaps have a reporter go out on scene?\)](#)
 - OMI has some extra trash guards and if they fit, will give some to the City Marina [\(related story?\)](#)
 - Cigarette butts are one of the main pieces of litter found?
 - A new bafflebox went in at Bahama Village? What was the effect?
 - Past violations (Ask Code?)
 1. Restaurant grease dumping
 2. Cleaning anything out on sidewalk so water goes down drain
 3. Leaf blowing into storm drain
 4. Piling sand and gravel on sidewalk during yard renovations
 5. Car washing?

Resources

- Local tv: Power point slides for City and County channels. (Alison/Rhonda)
- Radio PSA: OMI to record new messages? (John)
- Radio Interviews: US1, Konk, Sanctuary spot, WLRN, WEYW Jenna Stoffer, community calendar, also see fishing shows above. (Karrie),
- Facebook: series of messages, photos, event invites (Alison/Karrie/Alyson/Tom/Mote/County/partners)
- Partner eNewsletters: start email list?
- Calendars: TDC, Sanct, City, MileZero, KeysArts, First State Bank,
- Partner Websites: long term
- ~~Stormwater Bills: What messages go on there now? (Liz/Jay)~~

Timeline/Duties

- Everyone find photos, stats and stories and email them to Alison
- Everyone with an event, create in FB by Tuesday.
- Everyone with FB, invite friends by Friday.
- Everyone finalize other volunteered aspects by next meeting.

Water Quality Month Press Plan

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
				1	2	3
4 WQ Reso complete	5 FB Events complete	6 1600: Sanct Wed. 6p	7 Preserve Island Life eNews out? 104.1: This Wk in Fishing 6pm, BPK (Tom?)	8 Talking pts complete WQ Slides complete City/Co TV spots start FB events co-invited	9	10
11 Key West Tree Commission presentation (AH) 104.1 Bill: WQ events	12 Key West Botanical Garden pres'n (AH fert) 104.1: Bill: KimG fert 93.5: Girls Night Out, 6pm, KL	13 Aud. Pres'n (Tom fish) 1600: Sanct Wed. 6p 107.1: Island Issues, 8:30am (AH)	14 Val Day FB: (Love fish? Love your Bay?) Ch.19: Good Morning FL Keys, 11am (AH) Sustainability Advisory Board Pervious Pavement 104.1: This Wk in Fishing 6pm, BPK	15	16	17 Citizen: WQPP?
18 Pres. Day (National Day of Service): Reef Relief Little Hamaca Park Clean Up (Amber)	19 Green Drinks Key West, 6-8pm, Old Town Manor (AH) WQPP Pres'n? (Rhonda/Karrie) Bill Krynski Book signing? (Karrie) 93.5: Girls Night Out, 6pm, KL	20 Water Quality PP (Chris, Karrie?) City Commission Resolution 1600: Sanct Wed. 6p	21 104.1: This Wk in Fishing 6pm, BPK	22	23 Citizen: Jan Blackmon/Tom Sweets	24
25	26 93.5: Girls Night Out, 6pm, KL	27 1600: Sanct Wed. 6p	28 104.1: This Wk in Fishing 6pm, BPK	3/1 104.1 Ezra: Conchs?	2	3 March 2 nd – 3 rd Key West Conchfest

Calendared Events

The group reviewed potential events that could be partnered with. This years event goals are in yellow.

- Feb 1-3 – [Cuda Bowl](#) (flats fishing competition, get partnership with West Marine for green cleaning products?)
- Feb 2nd - [World Wetland Day](#)
- Feb 3rd – Superbowl
- Feb 11th – Key West Tree Commission presentation (Alison)
- Feb 12th – Key West Botanical Garden presentation (Alison)
- Feb 13th – Audubon Presentation (Tom)
- Feb 14th - Valentines Day (Love your Bay? Do you love fish?)
- Feb 14th - Sustainability Advisory Board mtg – Pervious Pavement discussion
- Feb 15-16 – 53rd Annual House Tours (Distribute appropriate gardening/fertilizing flyers)
- Feb 18th - President's Day ([National Day of Service](#)): Reef Relief Little Hamaca Park Clean Up (Amber)
- Feb 19th – Green Drinks Key West, 6-8pm, Old Town Manor (Bridget/Alison)
 - WQCC Presentation? (Rhonda/Karrie)
 - Bill Krysinski Book signing? (Karrie)
- 19th – Water Quality Steering Commission (Chris, Karrie?)
- 20th – Water Quality Steering Commission (Chris, Karrie?)
- Feb 20th City Commission Resolution for WQ Month:. Indiv: Richard Heyman; Nonprofit: Reef Relief; Business: OMI, Policy maker: Jan Blackmon (Alison)
- Feb 23-24th – 48th [Old Island Days Art Festival](#) (Lois Songer) (Booth?)
- March 2nd – 3rd annual [Key West Conchfest](#) with [Conch Shell Blowing Contest](#)? (Rotary) Conch story?