

ENVIRONMENTAL CONTROL ADVISORY BOARD

MINUTES OF May 16, 2012

Item No. 1. being:

ROLL CALL

The Environmental Control Advisory Board of the City of Norman, Cleveland County, State of Oklahoma, met in Regular Session at the City of Norman, in the Study Session Room, Norman Municipal Building, 201 West Gray Street on May 16, 2012 at 5:30 p.m. Notice and Agenda of the meeting were posted at the Norman Municipal Building at 201 West Gray 24 hours prior to the beginning of the meeting.

MEMBERS PRESENT	Amanda Nairn (Chair) Darren Alexander Linda Goeringer James Harp Aaron Pilat Charles Sever
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MEMBERS ABSENT	James Greer Holly Armstrong
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STAFF MEMBERS PRESENT	Debbie Smith, Environmental Svcs. Coordinator
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Item No. 2 being:

INTRODUCE GUESTS

GUESTS PRESENT	None
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Item No. 3 being:

APPROVAL OF THE MINUTES OF APRIL 18, 2012 MEETING

Amanda Nairn asked if there were any corrections to the April 18, 2012 minutes. There being none, Darren Alexander made a motion to approve the April 18, 2012 minutes. Aaron Pilat seconded. There being no further discussion, a vote was taken with the following result:

YEAS	Amanda Nairn (Chair) Darren Alexander Linda Goeringer James Harp Aaron Pilat Charles Sever
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NAYS	None
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The motion passed by a vote of 6 to 0.

Item No. 4 being:

UPDATE ON EARTH DAY FESTIVAL HELD APRIL 22, 2012

Amanda Nairn thanked everyone that participated. Debbie Smith asked for recommendations for next year's event. Several people filled out the fertilizer surveys. Amanda Nairn and Debbie Smith met with Amy Goodin, OU Poll. Amy tallied the results. Debbie Smith will send these to the Board. An important finding was that 83% of individuals surveyed stated they did not test their soil before applying fertilizer. 94.2% of individuals surveyed think chemical fertilizer can affect water quality.

Item No. 5 being:

DISCUSS FERTILIZER PUBLIC EDUCATION

Amanda Nairn told the Board that she had asked Aaron Milligan, City of Norman Stormwater Specialist, what the Board could do to help him with his public education campaign on fertilizer use. He requested this survey. He will use this information to guide him with his campaign. Charles Sever met with the Cleveland County Extension Services. He stated that of the soils the Extension Services tested, the site with the highest amount of phosphate was a garden area which had over 9000 pounds per acre and more than 50% of soils tested did not need phosphorous. Charles also talked to Debra Knoll, advertising editor at the Norman Transcript. He would like to set up a meeting with her, Amanda Nairn, and Debbie Smith to find out what the Transcript is willing to do and the cost of advertising. Charles said his writing career has been technical so he would like assistance in reviewing and rewriting the information he collects. Amanda Nairn said the information needs to be simple and no more than two sentences. Linda Goeringer thought it was important to be consistent, have an identifiable slogan or picture so people will begin to identify with it. The Board liked the "Water's Worth It" slogan. Charles Sever is also in the process of setting up an accreditation class for pesticide applicators. Debbie Smith said she was under the impression that ECAB wanted to incorporate information on fertilizers into existing classes. Charles Sever will have additional information at the next meeting. Amanda Nairn stated the technical writings that he is creating would be good for the website or for technical classes. The general public education needs to be very simple. Ways to distribute the public education information was discussed. Linda Goeringer would like to see the snippets for the Norman Transcript start soon. The Board asked if ECAB could have a facebook page. Debbie Smith will check on this. The City of Norman's facebook page only posts items that go out as press releases so the current facebook page cannot be used for purposes other than press releases. Linda Goeringer contacted the Farmer's Market and space is available this Saturday, May 19th at no charge. She was also told ECAB could have a space this summer outside and the charge would be \$18 each time. Linda Goeringer, Charles Sever, and Amanda Nairn volunteered to help. Debbie Smith will be there and bring the fertilizer brochures, surveys, city flag, a rainbarrel for demonstration, rainbarrel construction information, "Make Every Drop Count" yard signs, and GreenNOorman.org green bags. Charles Sever will bring soil testing kits from John Deere. Linda Goeringer has a table that can be used.

Item No. 6 being:

DISCUSS WATER CONSERVATION PUBLIC EDUCATION

Debbie Smith said she was contacted by a national irrigation association. They want to promote July as smart irrigation month and would like Norman to be involved. The Board thought this was a good idea but would rather include additional items, not just irrigation. The Board decided to write a proclamation to have July as "Water's Worth it" month. Since

the Board does not meet again until June 20th there would not be time to create the proclamation, vote on it and submit it to council in time for July. James Harp made a motion to approve a proclamation, to be written by Amanda Nairn and Debbie Smith, having July as "Water's Worth It" Month. Darren Alexander seconded. There being no further discussion, a vote was taken with the following result:

YEAS	Amanda Nairn (Chair) Darren Alexander Linda Goeringer James Harp Aaron Pilat Charles Sever
NAYS	None

The motion passed by a vote of 6 to 0.

Item No. 7 being:

COMMITTEE REPORTS

1. Community Development Block Grant Committee (C. Sever and L. Goeringer) – no report

Item No. 8 being:

MISCELLANEOUS DISCUSSION

Amanda Nairn stated that the Board has two vacancies. If any Board members know someone that they think would be good, please encourage them to apply. James Greer has resigned and he is the Vice-Chair. A new Vice-Chair needs to be elected at the next meeting.

Item No. 9 being:

QUESTIONS FROM THE PUBLIC

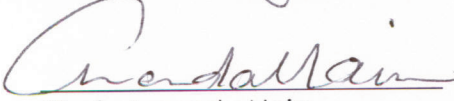
None

Item No. 10 being:

ADJOURNMENT

There being no further business, the meeting was adjourned at 7:00 p.m.

Passed and approved this 15th day of August 2012.


Chair, Amanda Nairn