

## **Arroyo Colorado Education and Outreach Workgroup - under the Arroyo Colorado Watershed Steering Committee**

Meeting Summary – June 15, 2004

### **ATTENDING WORK GROUP COMMITTEE MEMBERS:**

Paul H. Bergh  
Donna Berry  
Layne Budd  
Christopher Caudle  
Laura de la Garza  
Don Hockaday  
Chris Rakestraw  
Karen Chapman  
JD White

Present at Austin through video-conferencing:

David Buzan  
Kris Shipman  
Earlene Lambeth  
Roger Miranda

### **CALL TO ORDER/WELCOME/INTRODUCTIONS:**

Prior to the beginning of the meeting there was an extended discussion on recent news of an outbreak of Taura virus at the shrimp farms located along the Arroyo Colorado.

Don Hockaday opened the fourth meeting of the Education and Outreach meeting that was hosted at the University of Texas – Pan American Coastal Studies Laboratory located in South Padre Island. Introductions were made and a welcome extended to Karen Chapman. The agenda was distributed. Video-conferencing was set up for participants through the Austin TCEQ.

The workgroup made one correction to the 5/10/04 meeting summary and approved it. Earlene Lambeth informed the workgroup about an upcoming meeting of the Agriculture Workgroup which will be held on July 27, 2004 at 3:00 PM at the Citrus Center, located just north of Expressway 83 on FM 1015 in Weslaco. Also, the TMDL Workgroup has scheduled a meeting on Friday, July 23<sup>rd</sup> at the Natural Resources Center, Room 1003 on the Texas A&M University-Corpus Christi campus. The meeting time is from 1:30 - 3:30 PM. The campus is located at 6300 Ocean Drive in Corpus Christi.

The next topic on the agenda was a brief overview and progress of outreach efforts given by Don Hockaday. Don spoke on the task of the group must begin to create awareness of the problems associated with the Arroyo Colorado and how to start changing behaviors. He reminded the group about the need for local stewardship of the Arroyo. Don would like the Education and Outreach Workgroup to interact with the other Arroyo Colorado Watershed Steering Committee workgroups to design an outreach effort designed specifically for each workgroup.

Don and Tony Resinger met with Don Breeden on cost to design an outreach tool to be used at events such as the Coastal Expos. This is something that the workgroup would like to fund in FY05. Roger Miranda reported to the workgroup that through the Small Business Division at

TCEQ, a contractor, Enviromedia, had been hired and was drafting a similar product. It would be a professional display that would be able to travel to various locations to assist in the outreach task for the Arroyo. Roger said he would send a copy of the drafts when they arrived to each of the workgroup members. Enviromedia is also designing a professional brochure to go with the display and the workgroup is encouraged to comment and make suggestions on the draft.

Roger Miranda told the committee that Faith Hambleton, Section Manager of the TMDL Team, had said she would like to receive a 106-funding proposal (scope of work) from the Outreach Workgroup for FY05. The budget is being planned for next year and there was a possibility that the workgroup could receive 106 funding to assist in the outreach being planned for the Arroyo. Roger said he would send the workgroup an outline of the 106 form that would need to be completed which included specific task, deliverables, and a timeframe.

Another item discussed was the Coastal Expo's being planned through Texas Parks and Wildlife. Kris Shipman was present through video teleconferencing in Austin and discussed various option and the need for volunteers.

<b>TASKS ASSIGNED</b>		
<b><u>By Whom</u></b>		<b><u>Due Date</u></b>
<b>Earlene</b>	<b>Will Check on coloring books and EE materials available through TCEQ for use at Coastal Expo's</b>	<b>ASAP</b>
<b>Chris Caudle</b>	<b>Continue Environmental EE research</b>	<b>ASAP</b>
<b>Donna &amp; Karen</b>	<b>Will check in to CoServ Materials</b>	<b>ASAP</b>
<b>Don, Layne, &amp; Laura</b>	<b>Draft FY05 106 draft scope of work for submission to TCEQ/TMDL</b>	<b>End of July</b>
<b>Roger</b>	<b>Send 106 Template to Don, Layne &amp; Laura</b>	<b>ASAP</b>
<b>All workgroup members</b>	<b>Comments on defining goals &amp; objectives due to Chris Caudle – see a list below</b>	<b>June 30</b>
<b>All workgroup members</b>	<b>Read and prepare for Chapter 2 of “Getting In Step”</b>	<b>July 19</b>
<b>All workgroup members</b>	<b>OutreachOutreachOutreach</b>	<b>All the time</b>

Submitted by Chris Caudle:

The following are driving forces generated during the May 10, 2004 meeting of the Arroyo Colorado Outreach and Education Subcommittee:

Driving Forces:

- (1) Hypoxia and fish kills in the tidal portion of the Arroyo Colorado.
- (2) Lack of public knowledge of water quality issues in the Arroyo Colorado Watershed.
- (3) General public acceptance of poor water quality in the Arroyo Colorado.

These were massaged into the following driving forces, goals, and objectives:

Driving Force:

- (1) The Arroyo Colorado is an impaired waterbody with a declining trend in water quality.
- (2) Hypoxia in the tidal portion of the Arroyo Colorado which impairs aquatic life in the Arroyo and threatens the valuable resource offered by the Arroyo Colorado/Lower Laguna Madre ecosystem.

Goals:

- (1) Increase public awareness of water quality impairments in the Arroyo Colorado.
- (2) Educate the public about the importance of the Arroyo Colorado as a resource to the Rio Grande Valley. Additionally, inform the public that there are mechanisms in place (i.e. Watershed Protection Plan) in which they can participate to improve water quality in the Arroyo.

Objectives:

- (1) Identify target audiences and the most effective means for informing and educating them.
- (2) Develop materials intended to inform and educate the target audience (identified above) using the most effective and efficient mediums available.
- (3) Increase public awareness via Texas Parks and Wildlife Department's Coastal Expo's and other public forums in the Arroyo Colorado Watershed.
- (4) Develop partnership networks with other Environmental Outreach and Education entities in the Rio Grande Valley and elsewhere (i.e. Texas Watch) to disseminate water quality information relative to the Arroyo Colorado Watershed.

Roger gave a status update on the hiring of the Watershed Coordinator position. He reported that there were some other items that needed to be done through Sea Grant before a letter of offer could be made. He expected it to be another month or so before an offer was made.

Don Hockaday passed out "permission slips" that would allow personal information such as e-mail addresses, phone numbers, etc. to be distributed among the workgroup members. They were asked to determine level of confidentiality they would like released. The release is attached and if you have not submitted one, please complete the form and fax to Earlene Lambeth at the TCEQ at (512) 239-1414.

The next Education and Outreach meeting is scheduled to be held on July 20 from 5:30 – 8:00 PM at the same locations in South Padre and Austin for video conferencing.

**Arroyo Colorado Watershed Protection Plan  
Outreach and Education Work Group**

**Contact Information & Release of Personal Information**

Name \_\_\_\_\_

Contact mailing address:

Your preference of home, office, or other -- enter name of company or organization, division, and your title if necessary or desirable.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

City State Zip

Daytime phone number: \_\_\_\_\_

Fax number: \_\_\_\_\_

Email address: \_\_\_\_\_

-----Please mark one item if each of the following four categories -----

1. The following may be freely shared with other members of this work group:

Name only \_\_\_\_\_ All of the above \_\_\_\_\_

All of the above except \_\_\_\_\_

2. The following may be freely shared with other members of the WPP steering committee and work groups: None of the above \_\_\_\_\_ Name only \_\_\_\_\_

All of the above \_\_\_\_\_

All of the above except \_\_\_\_\_

3. The following may be freely shared with specific, interested outside parties by request and at the discretion of other work group members:

None of the above \_\_\_\_\_ Name only \_\_\_\_\_ All of the above \_\_\_\_\_

All of the above except \_\_\_\_\_

4. The following information and your association with the WPP and Outreach work group may be freely shared with the general public, including publicly accessible web pages:

None of the above \_\_\_\_\_ Name only \_\_\_\_\_ All of the above \_\_\_\_\_

All of the above except \_\_\_\_\_

Signed: \_\_\_\_\_ Date: \_\_\_\_\_