



Piedmont Triad Water Quality Partnership Annual Report Fiscal Year 2007-2008

Annuals Reports are available online at
<http://www.piedmontwaterquality.org>

Contents

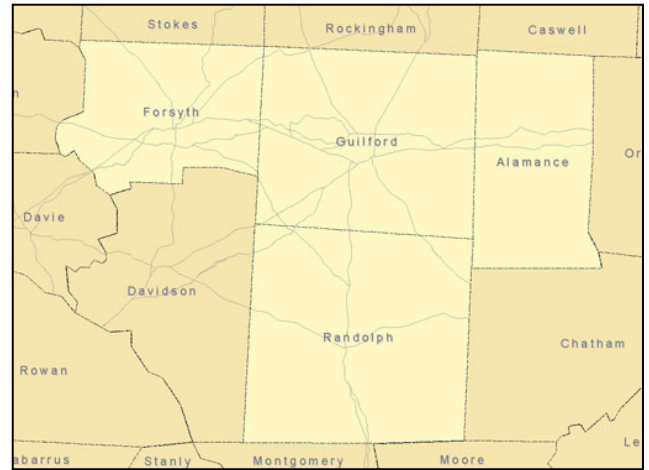
PTWQP Local Partners	2
FY 07-08 PTWQP Cost Shares	3
FY 07-08 PTWQP Budget.....	4
Public Education Efforts	5
Carolina Yards and Neighborhood Program	5
Lenny the Lifeguard.....	8
Used Motor Oil	10
Website	14
Public Involvement Efforts	17
Community Outreach	17
Appendix A: Meeting Notes	19

Piedmont Triad Water Quality Partnership

Jurisdictions within the Randleman Lake Watershed began meeting in 2000 to determine how to meet the stormwater management requirements for the Randleman Rules. In early 2002, education initiatives were discussed, and it was determined that the same initiatives could be used to meet NPDES Phase II requirements. Jurisdictions outside of the Randleman watershed were invited to attend to discuss a joint effort that would satisfy both requirements and create efficiencies for participating communities.

The Piedmont Triad Water Quality Partnership was formed by interlocal agreements between the 10 initial members. As interest grew, so did the number of participants.

In FY 2007-2008 we had a total of 17 members. Representatives from the participating governments meet quarterly to discuss regional education efforts.



2007-2008 Members

- Archdale
- Burlington
- Clemmons
- Elon
- Forsyth County
- Greensboro
- Guilford County
- High Point
- Jamestown
- Kernersville
- Lewisville
- PTRWA
- Randleman
- Randolph County
- Rural Hall
- Trinity
- Winston-Salem

FY 2007-2008 PTWQP Partners Cost Shares

All participating governments that have joined the Piedmont Triad Water Quality Partnership share in the cost of the program. Each partners' baseline education program rate is the product of its jurisdiction's population totals. Populations are based on the latest estimates available from the NC State Demographics (unincorporated) unit at the time the cost shares are calculated.

Population Totals	Minimum Expenditure
0 – 25,000	\$1500
25,000 – 100,000	\$3000
100,000 – 200,000	\$5000
200,000 -and above	\$7500

Stormwater Education Costs (per member) FY 2007-2008		
Member	Estimated Population Totals	Baseline Education Program Cost
Archdale	9,014	\$1,500.00
Burlington	44,917	\$3,000.00
Clemmons	13,827	\$1,500.00
Elon	6,738	\$1,500.00
Forsyth	103,159	\$5,000.00
Greensboro	223,891	\$7,500.00
Guilford	109,127	\$5,000.00
High Point	85,839	\$3,000.00
Jamestown	3,088	\$1,500.00
Kernersville	17,126	\$1,500.00
Lewisville	8,826	\$1,500.00
PTRWA	0	\$500.00
Randleman	3,557	\$1,500.00
Randolph	118,115	\$5,000.00
Rural Hall	2,464	\$1,500.00
Trinity	6,690	\$1,500.00
Winston-Salem	223,000	\$7,500.00
Totals		\$50,000.00
2007-2008 baseline education program cost includes continued support for the Carolina Yards and Neighborhoods Program, and the airing of the animated television commercial. Along with the distribution and implementation of the curriculum guides into the four school systems.		

FY 2007-2008 Budget

The PTWQP executive steering committee, with approval by members, established the educational initiatives and budget for FY 2007-2008. Selected priorities included Lenny the Lifeguard campaign for youth, Carolina Yards and Neighborhoods workshop promotions for homeowners, and proper disposal of used motor oil for do-it-yourselfers (DIY).

	Actual Revenue/Expenditures
Cost Share Revenue	\$50,000.00
Revenue Carried Forward (Fiscal Year 2006-2007)	\$32,393.00
Total Revenue	\$82,393.00
Television, FY 2007 (<i>Lenny commercials</i>)	\$20,686.75
Television, FY 2008 (<i>Used motor oil</i>)	\$30,709.00
Print, FY 2008 (<i>CYN ads</i>)	\$3,186.55
Radio, FY 2008 (<i>Used motor oil</i>)	\$1,840.00
Movie, FY 2008 (<i>Used motor oil</i>)	\$8,917.68
Website Hosting and domain	\$95.40
Outreach Tools	\$6,806.83
<ul style="list-style-type: none"> ◆ Lenny curriculum guides, kit materials, coloring pages, and stickers: \$4,175.22 ◆ NCSTA booth fee: \$150.00 ◆ Oil funnels giveaways: \$1,410.00 ◆ CYN material: \$301.61 ◆ Good Housekeeping Video: \$770.00 	
Total Expenditures	\$71,824.21
Balance to Fiscal Year 2008-2009	\$10,568.79

Public Education Accomplishments

In FY 2007-2008, the partnership continued to meet the obligations of our individual NPDES permits by bringing together resources, ideas, and funds. Through a wide variety of efforts, including materials and new advertising avenues, the partnership expanded its outreach to the citizens of our region. The accomplishments of this collaborative effort include the following programs: Carolina Yards and Neighborhoods, Lenny the Lifeguard, and a campaign highlighting proper disposal of used motor oil.

Carolina Yards and Neighborhoods Program Campaign

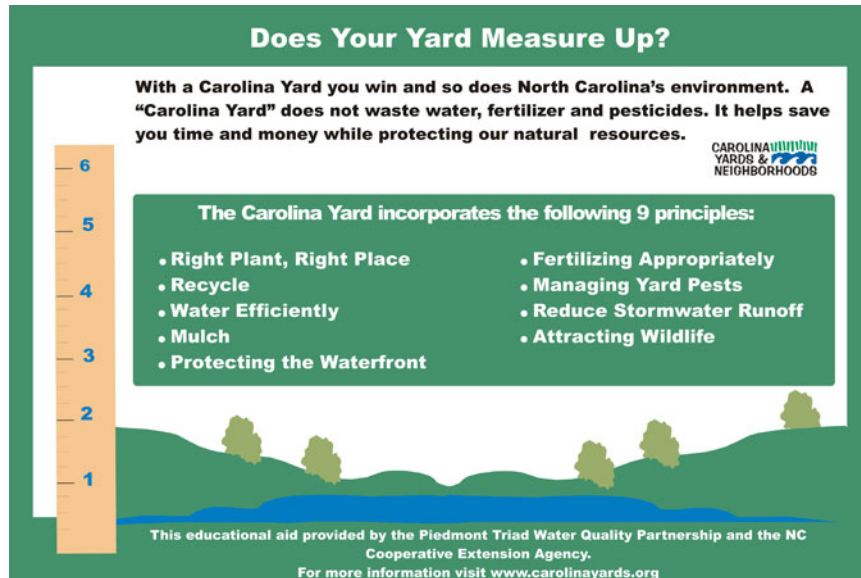


The Carolina Yards and Neighborhood Program (CYN) is designed to teach homeowners how to make decisions in their home landscapes that protect water quality, reduce stormwater runoff and conserve water. It was adapted from a program in Florida called

“Florida Yards and Neighborhoods”. The North Carolina Cooperative Extension Service and the partnership worked closely on the program to provide informative workshops, television and newspaper advertising and website updates. Initial funding for the program was provided by a section 319 grant from the North Carolina Department of Environment and Natural Resources and the partnership.

In FY 2007-2008, the program continued to progress within the participating regions through workshops, newspaper advertising, and distribution of printed materials at various events. Some major highlights include:

- ◆ Two 30-second CYN commercials created by Channel 13 of Greensboro aired at least 7674 times on local stations and Time Warner Cable.
- ◆ Newspaper ads created by Winston-Salem Marketing Department were published 52 times.
- ◆ Pre and Post “CYN Homeowners Survey” administered to 402 residents in Alamance, Forsyth, Guilford and Randolph County.
- ◆ “Creating a Carolina Yard” (80-slide PowerPoint) presented at 175 workshops and community presentations.
- ◆ 40,000 Piedmont Triad Workbooks currently being distributed at various events.
- ◆ Two tabletop tri-fold displays purchased and displayed at community events by the partners and NC Cooperative Extension Service.
- ◆ A CYN demonstration sign erected at County extension offices located in Alamance County, Forsyth County, and Guilford County.
- ◆ The CYN website (www.carolinayards.org) contains links, articles, and information pertaining to the principles of the CYN program.
- ◆ CYN kit for each partner that included various items such as: three 15-minute videos about the nine principles, community resources and promotional giveaways for distribution.



Demonstration Garden Sign Sample

Newspaper Advertising

At the conclusion of the grant in September 2007, the partnership agreed to continue funding the program through newspaper advertising at a cost of \$5,000. \$3,186.55 was spent on newspaper advertising in the News and Record, Winston-Salem Journal, High Point Enterprise and the Burlington Times. Due to changes in administration, the Randolph County Extension Office was unable to provide a workshop to residents until fall 2008. The \$1,813.45 from the original newspaper advertising budget has been encumbered for later use for advertising in the Asheboro Tribune.

Target

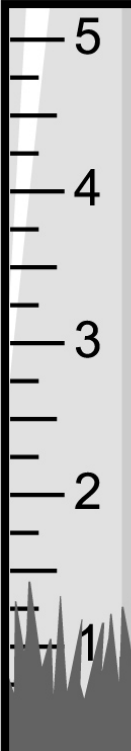
Homeowners who live in Alamance, Forsyth, Guilford, and Randolph Counties were the target audience. Newspaper advertising schedules coincide with the optimal time of year for recommended landscape maintenance practices.

Flight

The newspaper ads were placed in the four publications from February to April of 2008.

Spots

The ads provided information about effective landscape practices for homeowners, along with upcoming CYN workshops.



Does your yard measure up?

Learn how to design, install and maintain a Carolina Yard – a yard that works with North Carolina's environment rather than against it.

Carolina Yards & Neighborhoods Workshops

Guilford County


March 22 from 9 a.m. - 3 p.m. at Kathleen Clay Edwards Library,
1420 Price Park Dr., Greensboro
336-373-2923

Randolph County

March 15, 22, and 29, 6:30-8:30 p.m. at Cooperative Extension Office,
2222-A S. Fayetteville Street, Asheboro
336-318-6000

Cost \$10.00, includes lunch for day workshops, refreshments for evening workshop (call for more information). Limited to 40 participants.

A program of the Piedmont Triad Water Quality Partnership and NC Cooperative Extension



**CAROLINA
YARDS &
NEIGHBORHOODS**

Newspaper Ad

“Lenny the Lifeguard” Animated Character Campaign



In addition to educational efforts targeting homeowners, the partnership created a 3-D animated 30 minute TV ad featuring a frog character named “Lenny the Lifeguard”. Lenny serves as the official mascot for the partnership, promoting stormwater pollution prevention through various advertisements targeting children in the Piedmont Triad Area.

PTWQP ran a heavy television campaign during normal viewing times for children under the ages of 12. The ads ran just before the start of school for students, to heighten stormwater pollution awareness through the use of this loveable frog character. To help compliment the advertising campaign, a 5th grade curriculum guide was created and distributed within participating partners’ jurisdictions. In the future, additional television commercials will be developed.

Target

School aged children in the surrounding areas, who would be more likely to relate to an animated character, were targeted for this campaign.

Flight

Commercials ran on channels WTWB, WFMY, and Time Warner Cable from August, September and October of 2007 at a cost of \$20,268.75.

Spots

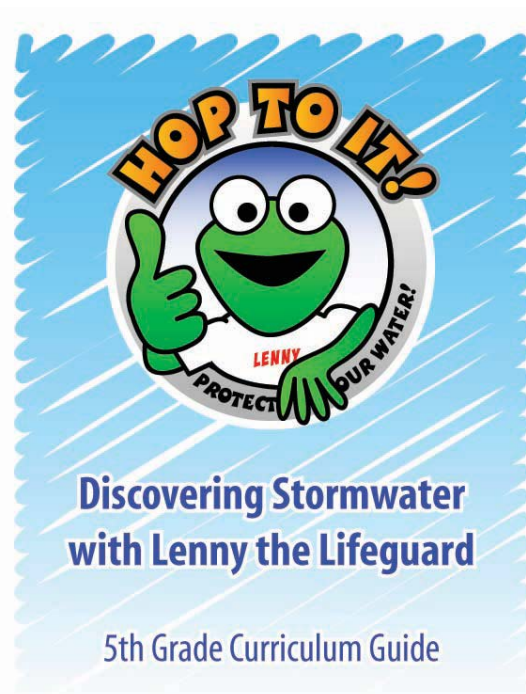
One 30-second television spot was developed. The commercial featured the Lenny the Lifeguard character along with the PTWQP tag. In the spot, Lenny the Lifeguard talks to several small frogs (children) about some of the pollutants found in streams due to human carelessness and runoff.

Television Campaign Effectiveness for Lenny the Lifeguard Campaign

	# of Spots	Cost	Reach	Frequency
WFMY – CBS 2	13	\$1,430.00	55.8	8.0
Time Warner Cable GSO/WNS	787	\$13,406.25	81.6%	7.7%
WTWB (ages 2-11)	195	\$5,432.50	23.1%	13.2%
TOTAL	995	\$20,268.75		

Lenny the Lifeguard Curriculum Guide

In addition to the commercial, a Lenny the Lifeguard kit was distributed within the Alamance-Burlington, Winston-Salem/Forsyth County, Guilford County and Randolph County school systems to all fifth grade classrooms. The kits contained a curriculum guide and a variety of community resources. In addition, the kits also contained pencils and bookmark-rulers for each student. The curriculum guide along with a coloring page is available for download on www.piedmontwaterquality.org.



“Lenny the Lifeguard” Curriculum Guide (one for each 5th grade teacher). Each curriculum guide contains:

- ◆ Correlation to NC Course of Study Objective Table
- ◆ Five hands-on pollution prevention teacher lessons
- ◆ Comprehensive student activity sheets
- ◆ Teacher resource page
- ◆ Student glossary for water related terms

Lenny the Lifeguard Elementary School Distribution Information (5th Grade only)

School System	# of teachers that received guides	# of students that received kit materials
Randolph County	56	1680
Winston-Salem/ Forsyth County	157	3709
Guilford County	227	5226
Alamance/Burlington	72	1604
TOTALS	512	12,219

Proper Disposal of Used Motor Oil Campaign

A total of \$42,876.68 was spent for advertising the used motor oil public education campaign. The campaign ran from April to July of 2008. The various media outlets used to promote this message included; television, radio, web, movie theater ads, printed materials, and distribution of promotional items.

Television Advertising

For this campaign, \$30,709.00 was allocated for a television advertising on local channels 2, 8, 12, and Time Warner Cable. The commercial aired in April, May and June of 2008. No production cost was required because the group decided to use a commercial previously created by the City of Greensboro.

Target

Males between the ages of 18 and 40, and high school auto mechanics class participants were targeted for this campaign. Research shows this is the demographic most likely to change their own oil, known as do-it-yourselfers (DIY's).

Flight

Ads ran in early April to late June 2008. Typically, many outdoor activities take place during this timeframe, including car maintenance.

Spot

One 30-second television spot was developed. The commercial featured a character named "Bob" along with the PTWQP tag. The spot shows Bob carefully reconsidering his current oil disposal methods, so he can impress two beautiful women.

Television Campaign Effectiveness for Used Motor Oil Campaign

	# of Spots	Cost	Reach	Frequency
WFMY – CBS 2	35	\$7,625.00	28.6	2.7
Time Warner Cable GSO/WNS	622	\$11,944.00	82.3	4.4
WGHP –Fox 8	67	\$7,050.00	47.7	3.5
WXII-NBC	33	\$4,090.00	30.6	2.4
TOTAL	757	\$30,709.00		

Radio Advertising

The partnership ran radio ads from May to June of 2008 at a cost of \$1,840.00. La Preciosa was a radio station utilized to directly target the Hispanic population. Clear Channel Radio provided broadcasting and production services. The campaign addressed motor oil disposal and the negative effects on surface water.

Target

Hispanic males between the ages of 18-40 who may change their own oil were targeted for this campaign.

Flight

Ads ran M-F 6A-10A, M-F 10A-3P, M-F 3P-7P from early May to the end of June.

Spot

One 30- second radio ads ran on La Preciosa, a Spanish only station. Clear Channel Radio provided production services at no cost to us.

Radio Advertising Campaign Effectiveness

WGBT La Preciosa 94.5 <i>Coverage Area Includes: Greensboro, High Point, Winston Salem, Asheboro</i>			
	Spots	Reach	Frequency
WGBT La Preciosa	136	14.1%	17.1%
TOTAL	136		

Movie Advertising

In addition to the television commercials, a new avenue to reach the public was explored. Ads were placed in 8 area movie theaters, showing on 102 movie screens at the start of the summer movie season. The cost for the campaign was \$8,917.68, which ran from April to July of 2008.

Target

Young adults between the ages of 18-54 were the target audience for this campaign. Research shows that individuals within this segment are more likely to attend movies, especially males.

Flights

The Burlington Market Area ad ran on 14 screens from 4/29-7/28, the Greensboro/Winston-Salem, and High Point Area ad ran on 74 screens from 5/9-6/6, and the Asheboro Market Area Ad ran on 14 screens from 5/9-6/6.

Spots

Three different movie ads were created by each company for the campaign. In the Burlington market area, one 15-second movie with sound was created, in the Winston-Salem/Greensboro, and High Point market area one animated movie ad, and in the Asheboro market area, one 15-second movie ad was created along with one ad for lobby entertainment.

Movie Theater Information

	Attendance per week	Movies per week	Visuals per week
Winston-Salem/Greensboro/High Point Market Area			
<i>Campaign-5/9/08 to 6/6/08-74 screens</i>			
Carmike	4,615	280	560
Carmike Wynnsong	6,402	420	840
Consolidated Greensboro	10,544	560	1,120
Consolidated Palladium	11,304	490	980
Carmike Greensboro	6,601	630	1,260
Carmike High Point	2,334	630	1,260
Asheboro Market Area			
<i>Campaign -4/18/08-7/10/08-14 screens</i>			
Cinemark Theater	6,402	392	9,603, Includes Lobby Entertainment Network Showings
Burlington Market Area			
<i>Campaign-4/29/08 to 7/28/08-16 screens</i>			
Carousel 16	11,765	128	1,750



Sample of Used Motor Oil Movie Ad

Promotional Items

In addition, 2000 oil funnels with the recycling message and the membership logo were provided to members for distribution at community events. The total cost was \$1,410.00.

FY 2007-2008 Website Outreach

<http://www.piedmontwaterquality.org>

PTWQP Website

The site contains information targeted to children, businesses, teachers, homeowners, and others. Educational topics covered include; effective landscape practices, controlling construction site runoff and workplace pollution, and proper disposal of automotive waste.

The website is updated on a regular basis prior to the start of a new campaign. For FY 2007-2008 the website received a total of 63,303 hits. Partners are encouraged to feature website link on their local governments' websites.

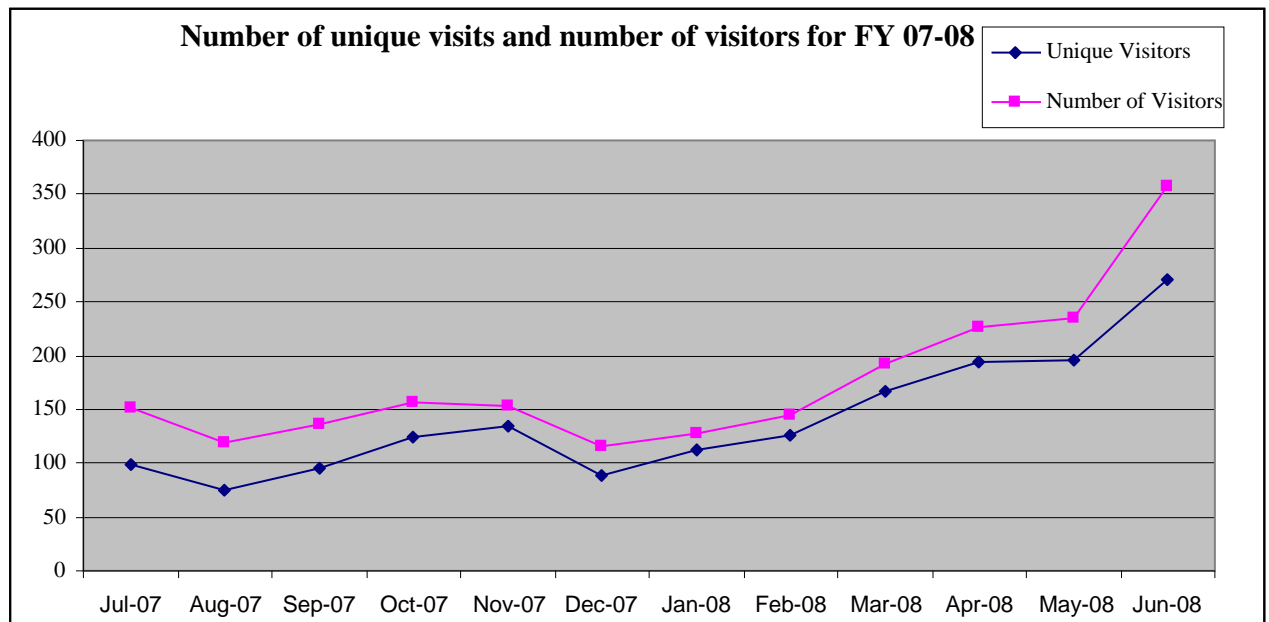
PTWQP Website Performance

The table below shows information on visits total for FY 2007-2008. To effectively evaluate the performance of the website, we decided to track average visit duration, the percent of visitors staying more than 30 seconds, and percent of visitors that added our page to their "Favorites" or bookmarks.

The website will be redesigned in the next fiscal year to improve the quality of the information provided and user ease.

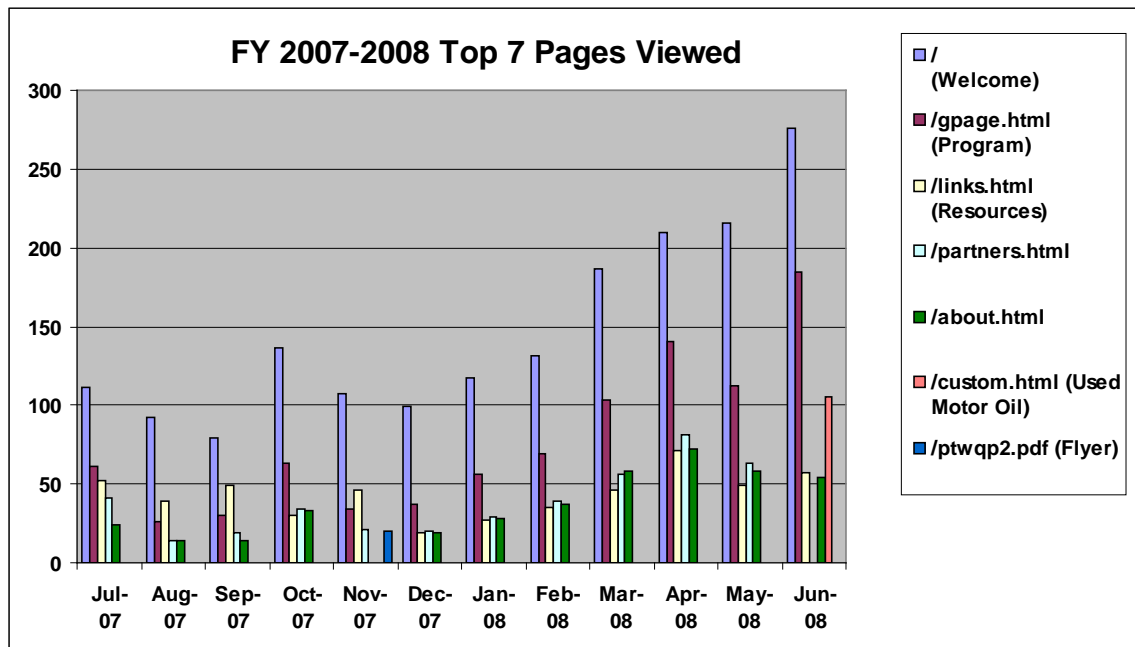
Viewed Traffic	Unique Visitors	Number of visits	Visits per visitors	Mean Visit Duration	Visitors Staying >30 seconds	Add to Favorites
July 2007	98	152	1.55	137 seconds	9.8 %	26.5%
August 2007	75	120	1.6	71 seconds	6.6%	41.3%
September 2007	96	136	1.41	28 seconds	8.8%	19.7%
October 2007	124	157	1.26	127 seconds	13.3%	37.0%
November 2007	135	153	1.13	84 seconds	10.4%	16.2%
December 2007	89	115	1.29	108 seconds	8.6%	34.8%
January 2008	112	128	1.14	62 seconds	7.8%	59.8%
February 2008	126	145	1.15	30 seconds	5.5%	22.2%
March 2008	167	193	1.15	98 seconds	6.2%	20.9%
April 2008	194	226	1.16	159 seconds	12.3%	38.6%
May 2008	196	235	1.19	122 seconds	13.1%	24.4%
June 2008	270	357	1.32	117 seconds	7.2%	22.2%

Website Outreach



Web Traffic

After reviewing the website reports, the seven most popular pages viewed in FY 2007-2008 were the welcome page, program page, links page, partners' page, and about us page, used motor oil page, and the partnership flyer. Combined they received a total of 4,150 page views for the year.



Public Involvement Efforts

Community Outreach

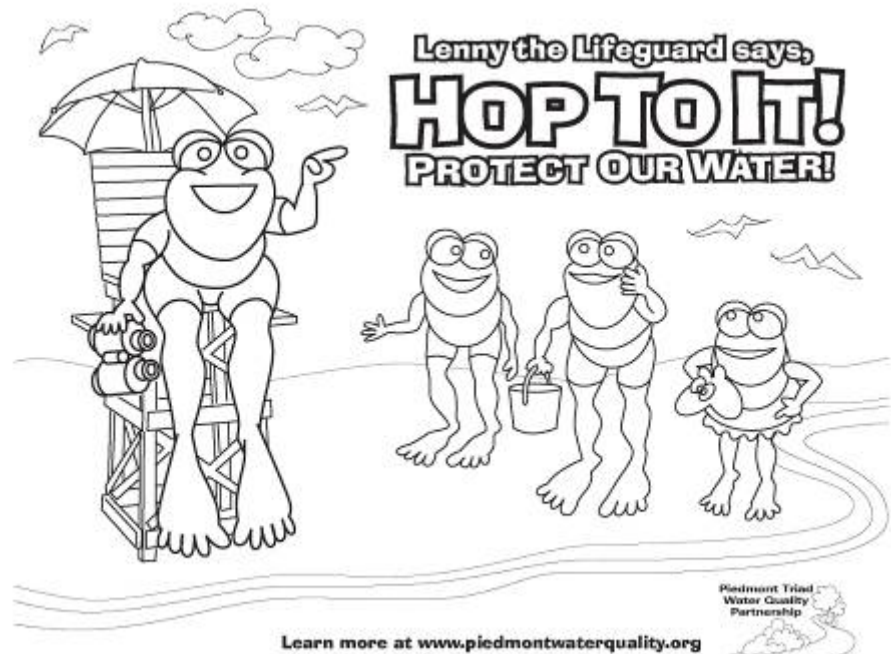
In FY 2007-2008, PTWQP partnered with Chick-Fil-A, and participated in the annual North Carolina Science Teachers Association Conference (NCSTA). In addition, individual partners participated in various community events, distributing information and promotional items.

Building on the Lenny the Lifeguard campaign, members partnered with Chick-Fil-A to distribute 50,000 Lenny stickers and coloring pages at 21 locations. Total cost of the campaign was \$2,642.50.



Lenny "Hop to it" Sticker

Lenny Coloring Page



Chick-Fil-A Restaurant Locations	
Wendover Ave. FSU	1100 Lanada Rd., Greensboro, NC 27407
Friendly Center FSU	611 Pembroke Rd., Greensboro, NC 27408
Guilford College FSU	5901 West Friendly Ave., Greensboro, NC 27410
Burlington Square Mall	117 Burlington Square Mall, Burlington, NC 27215
Peace Haven Rd. FSU	1925 N. Peace Haven Rd., Winston Salem, NC 27106
Kernersville FSU	1110 S. Main St., Kernersville, NC 27284
Oak Hollow Mall	921 Eastchester Dr., Suite 2130, High Point, NC 27262
Brassfield FSU	3703 Battleground Ave., Greensboro, NC 27410
Pisgah Church FSU (31818)	209 Pisgah Church Rd., Greensboro, NC 27455
Hanes Mall Blvd. FSU	924 Hanes Mall Blvd., Winston Salem, NC 27103
Stanleyville FSU	328 East Hanes Mill Rd., Winston Salem, NC 27105
Thruway Shopping Center	391 Knollwood Street, Winston Salem, NC 27103
Asheboro FSU	1212 East Dixie Dr., Asheboro, NC 27203
Randolph Mall (30386)	425 Randolph Mall, Asheboro, NC 27203
High Point FSU	2700 N. Main St., High Point, NC 27265
Eastchester at 68 (32119)	3855 John Gordon Lane, High Point, NC 27265
Four Seasons Town Centre	348 Four Seasons Town Centre, Greensboro, NC 27407
North Elm Street	106 N. Elm Street, Greensboro, NC 27401
Huffman Mill FSU	3102 Garden Rd., Burlington, NC 27215
Hanes Mall Food Court	3320 Silas Creek Pkwy. Suite FC6, Winston Salem, NC 27103
Area Marketing Director	1715 Tredegar Rd., Kernersville, NC 27284

North Carolina Science Teachers Conference

Several members manned a booth at the 2007 North Carolina Science Teachers Association Conference, November 9-10th at the Koury Convention Center in Greensboro, NC. The total cost was \$208.70, which included booth rental and fees for promotional items. At the event, Lenny the Lifeguard 5th grade curriculum guide CD's were distributed, along with frog finger puppets. At this year's conference, 1200 teachers were registered.

Appendix A

FY 2007-2008 Meeting Notes

Piedmont Triad Water Quality Partnership April 17, 2008 10:00 am

Present: Roseanne L'Espearence, Co-Chair and LaVelle Donnell, Co-Chair, Joy Sparks, Treasurer, Martha Wolfe, Secretary

1. Call to Order – Roseanne called the meeting to order.
2. Members in attendance signed roll call sheet for voting recordation. Attendance listed below:

Patricia Rissler	City of High Point
Roseann L'Esperance	Winston-Salem
Lynn Hall	Town of Lewisville
Chester Patterson	Town of Lewisville
Jay Dale	Randolph County
Warren Simmons	Guilford County
Bob Patterson	City of Burlington
Elizabeth Binkley	Town of Kernersville
LaVelle Donnell	Greensboro
Joy Sparks	PTRWA
Judy Cherry	Village of Clemons
Andrew Harris	City of Archdale
Greg Patton	City of Randleman
Martha Wolfe	Town of Jamestown

3. Approval of minutes from April 17, 2008 meeting. Martha Wolfe made a motion to approve the minutes as presented. LaVelle Donnell made a second to the motion. The motion passed by unanimous vote.
4. Report from municipalities regarding Lenny curriculum – Roseann stated that each person was to check with their local schools to see if the 5th grade teachers received the Lenny curriculums. Roseanne said Forsyth County did not receive theirs. LaVelle said she will follow up with Guilford County. Martha Wolfe asked for the contact person information for Guilford County. She would like to do a follow up as well.

The question was what to do about the 4th grade curriculum. The plan was to do the 4th grade this year and then the 3rd grade. However, if the 5th grade program has not been well received, then we may need to re-think our plan. The members discussed the distribution process. LaVelle said she would contact the schools and each member should contact the 5th grade teachers in their local schools.

Joy said we should continue to develop the 4th grade curriculum but wait on ordering the resource materials (pencils, rulers, etc.) until we have contacted the teachers. We need to all spend some time in finding out if the teachers actually received their guides.

Lynn Hall, Town of Lewisville, stated she feels 5th grade is a good age for this program. She feels we should have this curriculum available to the schools.

LaVelle would like to give it a year. Table the 4th grade guide and see if the 5th grade is accepted by the teachers once we determine they actually received them.

The group discussed other ways the Lenny curriculum could be utilized; Such as Boy Scouts, Girl Scouts and libraries. Also, it was stated that the teachers have so much to cover; it might be hard to get them to teach the lesson. The members may have to go into the schools to do the presentation. LaVelle said when she met with Alamance County and City of Burlington; they were very receptive to the guides. Guilford County was not a good experience.

The final motion was made by Lavelle Donnell to table the 4th grade project for a year. A second to this motion was made by Martha Wolfe. All members agreed to the motion.

Warren Simmons, Guilford County, said they held an Earth Day event. He said he was impressed at the number of children that knew "Lenny". Lenny was a big hit. Simmons said he liked the idea of taking the Lenny curriculum presentation to groups like the Boy Scouts and Girl Scouts.

5. Roseann stated work is progressing on the "Lenny Activity Book" Jim Wolfe, City of Winston Salem, is doing the work. He has had to pull off and work on some other projects, but he will get back to it.
6. Martha Wolfe handed out brochures regarding environmental, health & safety training. This information is part of the training kits produced by Excal Visual. This is the same company that produced the Municipal Good housekeeping training kits the partnership purchased last year. Wolfe said that the partnership had agreed to work on building a library of videos, CD's etc. that members could check out and use to train and education their employees. The cost of the kit was \$496.00. Wolfe had negotiated a 10% discount for the partnership. The members agreed by unanimous vote to purchase the training kits for the Partnership library. Lavelle Donnell was given the order form.
7. Oil Campaign – Donnell stated the oil campaign came together nicely. The TV ads have started. There is a combined total of 757 spots on channels WXII, NBC, WFMY, Fox 8 and Time Warner Cable. The total cost of the TV ad is \$30,794.00. This TV ad campaign will run for 3 months beginning in April. LaVelle will e-mail the members the airing time schedule for the TV ads.

Roseann handed out the information on the movie theater advertising. She talked to 3 different companies for the Triad area. April 29th, 2008 the ads will start in Guilford & Forsyth Counties. The total combined cost for the advertising

is \$7,474.87. This is a 3 month campaign. The Theaters where the ads will be shown are as follows:

- Screenvision (4 weeks)
Consolidated Greensboro
Carmike High Point
Consolidated Palladium
Carmike Greensboro \$3,485.87
- National Cinemedia – 4-18-07 to 7-10-08
Cinemark 7 Asheboro
Cinemark 7 Asheboro
Creative Services \$1,989.00
- Westend Cinema \$2,000.00

LaVelle said the oil campaign has been accepted by NAPA. They will hand out our recycling brochures, but NAPA doesn't actually take used motor oil. So, the brochure gives information to check with your municipality as to how and where to dispose of used motor oil.

Advance Auto Parts will distribute brochures too; they do take used oil to recycle. Wolfe asked for extra brochures for members to give to local auto parts stores. Simmons suggested putting a list of oil recycling site on the flyer. LaVelle stated not all counties have a site. Lavelle said that Auto zone and Advanced Auto take used motor oil. Joy Sparks said she does receive calls from the website. It was decided to create a list of sites that accept used oil. The following contact information will be used as contacts:

Guilford County	Warren Simmons
Alamance County	Bob Patterson
Randolph County	Jay Dale
Forsyth County	Chester Patterson

We need to add Joy as a contact. She will have a master list who to call for recycling. This information will be put on the website.

Roseanne presented proposals from 2 Spanish radio stations; Que Pasa Radio and La Presioso. The group discussed the 2 proposals. While La Presioso appeared higher at first, after comparing it was decided by unanimous vote, that La Presioso was the best deal and was the most popular. La Presioso is 94.5 fm on the radio.

8. Roseann said that Karen Neal, Guilford County Extension Service, asked if the Water Partnership would help with a generic TV ad for the CYN program in the fall. Joy said the Partnership voted to give \$5,000.00 toward advertising of the CYN program. This money is to be given to the Ext. Service to use toward advertising the CYN program. They may choose any type advertising they see best. Joy did not think the Partnership should contribute more than the \$5,000.00.
It was voted unanimously to keep the \$5,000.00 budget for the CYN advertising.

Roseann added a comment that Charlotte has added a program call “Clean Streams”. It is an education outreach to Turf Grass Professionals and Lawn Care Professionals. The program is based on the 9 principals of the CYN program. It is an all day workshop. Roseann said it is just something to consider.

9. Budget updates – Warren Simmons handed out a pyramid chart which displayed a plan to help you conduct an integrated campaign. The items were listed 1 – 4 with TV ads the most expensive. Simmons also handed out examples of budgets. His goal was to budget a percentage of funds to be spent on each of items 1 – 4. Simmons said this way we can be sure the partnership is covering all the items suggested by the State.

The group talked about the 4 items and if the partnership was covering all the suggested items.

Item # 1 – TV, Radio & Outdoor

Item #2 – Newspaper, direct mail, website, point-of-purchase

Item #3 – Public meeting, contests, stencils, stream cleans, litter clean up, speeches to groups.

Item #4 – News coverage, workshops, specialty items, brochures, local cable access, and newspaper in education, newsletter, and specialty.

The group felt that we may be lacking in the activities for item #3. However, each member said they do litter sweep programs and stencil programs at their local levels. So, the member felt that all of the suggested items were being covered. The group talked about getting bags for pet waste to hand out to the public.

LaVelle said we need to decide what we want to pick as our campaign for next year. LaVelle said we talked about doing a campaign geared toward businesses. LaVelle said we usually pick 2 topics to endorse each year.

Warren Simmons said the rain gauges were a great give-a-way. Both Jamestown and Town of Lewisville said they also liked the give-a-way items. The small towns have limited budgets and it is good to order these items through the partnership.

Regarding the pyramid chart; Roseann asked for discussion on how to implement the budget as presented by Warren Simmons. Should we pick 2 topics and see that each of the 4 items has been used to cover the themes. Simmons said the hand out just gives examples of how to budget for as much coverage per dollars amount as possible. Roseann said in order to do this; Warren and LaVelle will need to work together on the budget.

Back to ideas for the upcoming campaigns, Joy felt the oil campaign would fit within the desired categories. Warren Simmons would like to have some pins to hand-out to the public. Topics suggested were:

- Business outreach
- Pet waste
- Fertilizers
- Illicit discharge
- Oil
- New Lenny commercial

Martha Wolfe said that lawn care and pet waste were important in Jamestown. Bob Paterson suggested rain water harvesting. Chester Patterson said there is a lot of discussion about rain gardens. Greg Patton said litter is always a problem in Randleman. Elizabeth Binkley would like to see us continue the Lenny Campaign. Warren Simmons said litter is a concern in Guilford County. Jay Dale said litter is a concern in Randolph County too.

After more discussion, the members voted for the next campaign topics to be

- Litter – (include litter on construction sites)
- Pet Waste – Each member was asked to contact Veterinarian offices and pet stores to see if they would partner with us on education of proper pet waste disposal. Also, the members were interested in pet waste baggies to give out to the public.

The members liked the idea of TV ads for litter and some promotion items for pet waste.

The next meeting date is July 24th, 2008.

LaVelle said she will check on price of tire gauges as a promotional item.

LaVelle said that the partnership dues for 2008-2009 will be the same as last year.

The members agreed to order the DVD and VHS for the construction sites employee training.

Piedmont Triad Water Quality Partnership
January 31, 2008
10:00 am
Minutes

Present: Roseann L'Esperance, Co-Chairman, LaVelle Donnell, Co-Chairman, and Joy Sparks, Treasurer

1. Call to Order – Roseann called the meeting to order.
2. Members in attendance signed roll call sheet for voting recordation. Attendance listed below:

LaVelle Donnell	City of Greensboro
Chester Patterson	Town of Lewisville
Lynn Hall	Town of Lewisville
Judy Cherry	Village of Clemmons
Larry Kirby	Village of Clemmons
Josh Johnson	AWCK – Elon
Phyllis Creech	Town of Elon
Sean Tencer	Town of Elon
Warren Simmons	Guilford County
Joe Rainey	City of Trinity
Bob Patterson	City of Burlington
Andrew Harris	City of Archdale
Elizabeth Brinkley	Town of Kernersville
Margaret Bessette	Forsyth County
Frank James	Town of Rural Hall
Roseann L'Esperance	City of Winston-Salem
Joy Sparks	PTRWA

Visitors Present: Wendi Hartup – Forsyth County Cooperative Extension

3. Approval of minutes from the October 18, 2007 meeting. Motion to approve the minutes was made by Frank James and seconded by Warren Simmons. The motion passed by unanimous vote.
4. Roseann introduced Wendi Hartup from Forsyth County Cooperative Extension. Wendi shared information about a free 2-hour workshop that has been developed by Cooperative Extension relative to two of the minimum measures from the Stormwater Phase II requirements. The workshop is titled “Illicit Discharge Detection and Pollution Prevention/Good Housekeeping”. Wendi indicated that a minimum of 15 people was needed for a workshop to be conducted. March 17, March 19, and March 20 were tentative dates suggested for a workshop. Members of the PTWQP were invited to contact Wendi for additional information of if interested in participating in the workshop.
5. Lenny the Lifeguard Update
 - Roseann informed the group that Mr. Jarman (Planet Three Animations) has had a heart attack.
 - 2nd Lenny commercial will be cheaper because characters have already been created.

- Storyboard is needed prior to receiving a quote for a new commercial. Mr. Jim Wolfe (City of Winston Salem Marketing Division) is working on the new storyboard.
- Mr. Wolfe has invented a new character called “Dirty Bird”. Dirty Bird is an ongoing potential polluter who does all the wrong things and Lenny will explain why Dirty Bird should not pollute the water. Dirty Bird will be appearing in the activity book that is also being created by Mr. Wolfe.
- Chick Fil A – LaVelle reported that 50,000 coloring pages and stickers were printed and delivered for the Chick Fil A bags for Family Night. A listing of the Chick Fil A locations that received the coloring pages and stickers was provided. Each PTWQP member also received coloring pages and stickers for use as desired. The coloring page is also on the PTWQP website.
- Campaign Summary – LaVelle provided amounts spent on the Lenny Campaign to date.

5th Grade Curriculum Guide Expenses (FY06-07) \$ 3,965.15

Television Advertising (FY07-08) \$ 20,686.00

Chick Fil A Giveaways (FY07-08) \$ 2,652.50

Resource material – student increase (FY07-08) \$ 2,000.00

Total Expenditures (FY07-08) \$ 25,338.50

FY07-08 Advertising Budget \$ 28,000.00

FY07-08 Advertising Budget Balance \$ 2,661.50

Tentative ideas for the future Lenny advertising

4th Grade Curriculum Guide to begin sometime in April 2008

Resource Materials

Coloring/Activity Book

Additional Commercial

Lynn Hall asked if there had been any evidence of the use of the curriculum guides. LaVelle reported that no evaluations/survey forms have been returned at this time. Follow-up with the literacy specialists is forthcoming. Roseann asked each member to check with their respective schools to gain feedback on the packets that were provided to them.

LaVelle stated that 100,000 Lenny stickers were printed. 50,000 were placed in the Chick Fil A bags and a decision needed to be made on the remainder. The stickers could be used for the 4th Grade Curriculum Guide or the stickers could be distributed among the PTWQP members. Consensus was for the PTWQP members to use the stickers now in their respective educational endeavors and order more stickers at a later date to include in the 4th Grade Curriculum Guide when completed.

6. Radio Disney – Roseann reported that a meeting with Radio Disney was held to receive a Customer Needs Analysis (CNA) for the PTWQP. Three options were discussed. A proposal sheet from Radio Disney outlining Option 2 and Option 3

was provided. Differences in the options were the number of commercials, tips of the day, and the number of additional promotional events.

- Option 1 = \$1,498.00 month (\$17,976.00/12 month contract) 730 commercials
- Option 2 = \$ 983.33 month (\$11,799.96/12 month contract) 365 commercials
- Option 3 = \$ 708.00 month (\$ 8,496.00/12 month contract) 365 commercials

Roseann stated that approval was received by Planet Three Animation for the Radio Disney Imagineers to provide a voice for Lenny if the PTWQP chose an advertising plan with Radio Disney.

Roseann asked the group for discussion on Radio Disney. Some of the questions and concerns raised during the discussion:

- 12 month contract necessary – would be most of the advertising budget
- A second Lenny commercial could be developed for the same price
- Reception of the Radio Disney channel in our area
- Reach and frequency numbers not available
- Scheduling of spots during school hours or at night
- Effectiveness of radio vs. television and/or handouts

Roseann asked for a show of hands for those who wanted to pursue the Radio Disney proposal. There was no interest and the Radio Disney proposal was tabled.

Roseann then asked for a show of hands for those who were interested in developing a second Lenny commercial and receiving a quote from Planet Three Animation. The majority of the group was interested in pursuing another commercial for the next budget year. Warren Simmons requested to see if Planet Three Animation has a bird already created that can be used as the new character.

7. Oil Campaign – LaVelle reported that contact had been made with auto parts stores about the possibility of a partnership with the PTWQP for providing public education information about the proper disposal of used motor oil. Of the major chain stores, only NAPA confirmed that it would be willing to partner in this campaign. NAPA has 25 stores and averages 5000 customers per month. Contact is also being made with smaller local automotive businesses (tire shops, garages).

LaVelle provided a proposal for the used motor oil campaign. This campaign would target males between the ages of 18-40 and also high school auto mechanic class participants. The campaign will consist of television advertisements, educational material (flyers, posters, and counter cards) for NAPA stores, and posters for high school classes. The educational materials are estimated to cost \$3,570.00. Movie theater ads were estimated at \$1,623.00 for six theaters in Greensboro, High Point, and Winston Salem. Additional information would be gathered for theaters located in Alamance County and Asheboro. A total of 78 screens would carry the advertisement.

Comments were made regarding using Lenny in the used motor oil campaign. With the investment the PTWQP has in Lenny, we should be using him in every advertisement that is done. Roseann asked for a show of hands for those wanting to use Lenny in the used motor oil campaign. The majority voted to include Lenny in the oil campaign.

The television commercials will be the ones created by the City of Greensboro (two in English, one in Spanish). Channel 13 will change the slides to include the PTWQP logo. Roseann asked where the Spanish commercial would be shown. There was discussion on which avenue was best for the Hispanic market (television, radio, newspaper, web banner). There was definite approval for pursuing the Hispanic market. Advertising for the used motor oil campaign was approved for the following:

Television ads – Alternate the two English versions

Movie Theater ads-

Spanish Radio – Quotes would need to be received

8. Website Update – LaVelle reported that the Lenny coloring pages and the Lenny poster is on the website. She encouraged members to email her with any other information to be placed on the website (www.piedmontwaterquality.org).
9. CYN – Roseann reported that Guilford County, Randolph County, and Forsyth County would be conducting CYN workshops in the spring. Alamance County does not have a horticulturist on staff at this time but is planning on a workshop in the fall. Wendi Hartup, Forsyth County Cooperative Extension, has been providing mini-workshops concentrating on one of the nine principles of a CYN landscape at the Rural Hall Library. Karen Neill, Guilford County Cooperative Extension, has applied for a grant to take the CYN program statewide. The PTWQP has committed \$5,000 for newspaper advertisements for the spring workshops this year. It was decided for the PTWQP to continue support of the CYN program by budgeting \$5,000 annually and letting the Cooperative Extension Agents decide how best to utilize the funds. Lynn Hall, Town of Lewisville, shared a book compiled of CYN material that the Town provided to its residents. This was a great example of maximizing information created by the PTWQP for each individual community. LaVelle provided each member a copy of the videos that completes the CYN kit.
10. NC Science Teachers Update – Roseann reported that approximately 1,200 teachers pre-registered for the conference that was held in Greensboro in November 2007. LaVelle stated that approximately 20 of the 5th Grade Curriculum CDs were mailed to winners of the drawing. She also sent approximately 35 letters to those that did not win and encouraged them to view the PTWQP website.
11. Budget Update – LaVelle provided a budget statement reflecting income and expenditures for the current year (Year 5). Estimated costs of commitments remaining for the year total \$57,070.00 (CYN ads, Lenny materials, 4th grade curriculum, and used motor oil campaign) leaving a balance of \$337.02.

Meeting adjourned at 11:15 am.

The next meeting is scheduled for April 17th, 2008 at 10:00 am.

**Piedmont Triad Water Quality Partnership
October 18, 2007
10:00 am
Minutes**

Present: Roseann L'Espeance, Chairman, Joy Sparks, Treasurer, Martha Wolfe, Secretary

1. Call to Order – Roseann called the meeting to order.
2. Members in attendance signed roll call sheet for voting recordation. Attendance listed below:

Chester Patterson	Lewisville
Judy Cherry	Clemmons
Kyle Smith	AWCK – Elon
Lynn Hall	Lewisville
Warren Simmons	Guilford County
Joe Rainey	City of Trinity
Adam Stumb	City of Trinity
Greg Patton	City of Burlington
Jay Dale	Randolph County
Patricia Rissler	City of High Point
D. J. Seneres	City of Archdale
Elizabeth Brinkley	Town of Kernersville
Margaret Bessette	Forsyth County
Bob Patterson	City of Burlington
Frank James	Town of Rural Hall
Roseann L'Espeance	Winston-Salem
Joy Sparks	PTRWA
Martha Wolfe	Town of Jamestown

Visitors Present: Cy Stober – Piedmont Triad Council of Government

3. Approval of minutes from the July 26, 2007 meeting. Members made a text correction and name correction. Margaret Bessette made a motion to approve the minutes as corrected. Greg Patton made a second to the motion. The motion passed by unanimous vote.

3. Presentation from Radio Disney – Chris Nowak & Jimmy Mendenhall from Radio Disney were present to tell the members about Radio Disney. Radio Disney is ranked #1 in kids programming and is listened to 100% by local families. Disney has great success in reaching both kids and parents. Disney said they could air our storm water education commercials and water conservation commercials. Disney said they could supply a voice for the “Lenny the Lifeguard” character and assist us with a commercial spot for Lenny. Research shows in order to make a positive change, start with kids. The kids are the best way to get parents to change. The call number for the station is AM1320. Some members expressed trouble receiving the radio station in their areas. Disney further said that they sponsor events at Malls and different arenas. They have hundreds to come to their events. If we are an advertiser with Disney, they will hand out any promotional items we give them. Disney is not just a radio station they are a

marketing company. LaVelle asked if they provide reach & frequency numbers for their advertising. He said no, they can give a number through extrapolation of a national number. It is known that family and kids are Disney's primary audience.

They did provide some statistics. In the 336 area codes they received 33,000 telephone calls a month. 50% of these are parents calling for their kids. They receive 3,000 web hits a month. Joy asked for a monetary quote on advertising on a yearly or monthly basis. Disney said they could do a CNA (Customer Needs Analysis) to provide a price. This will tell them what the group wants. They said if you do a one time deal, you do not really get your monies worth. Joy said we really need a budget to work with on this project. There are several projects we could do, but we need some prices to decide if it is feasible. Disney said \$500.00 and up.

Disney said they would get a representative to do a Public Announcement at no charge. This PA would use a common message. They would run it when they had spots open, but not at premium times. Disney said what they would really like to do is a CNA and put together a package for the Partnership to review. A majority of the partners voted to have Disney do a CNA proposal.

4. Budget update – LaVelle and Roseann said in year 4 budget, there was \$23,381.09 left over. However, \$13,000.00 is left to pay on the Lenny the Lifeguard Commercials. The members talked about an oil campaign in the spring of '08. The 4th grade curriculum guide will cost approximately \$2,500.00 for materials and \$1,400.00 for the book. The partners had previously agreed to budget \$5,000.00 for the CYN program. Usually we budget \$25,000. for TV ad per campaign. This year's Lenny budget is \$28,000.00. The group felt we need to keep promoting Lenny. We could do the oil campaign using the ad copy from City of Greensboro to decrease the cost of creating the ad. Roseann said she checked on the cost of theater screen advertising. It is \$3,000. a month for a 30 sec. ad shown at 4 theaters.

Lavelle said we could advertise in stages. She suggested that first we advertise Lenny and give out oil education materials. Then we do TV oil advertisements in the next budget year. She suggested we try to do in store videos at Auto Stores following with TV ads in the upcoming year.

Lavelle said the rough draft of CYN video will be ready the end of the month. Each partner will receive a copy.

Roseann said that Lenny was a hot item at the Dixie Classic Fair. LaVelle said the curriculum guide is in Forsyth County, Alamance and Burlington. Guilford County Schools received theirs today. Lavelle said someday they may have the curriculum guide available to download. Wolfe asked if volunteers were needed for the teacher's conference. LaVelle circulated a volunteer sign up sheet. LaVelle asked if anyone would like to take over the webmaster job. No one volunteered. LaVelle said if there is anything you would like to see on the website, e-mail it to her.

The group talked about Lenny stickers. They had prices on 1.5" and 3" stickers. They were \$1,593 for 100,000 – 1 ½" and \$2,093. for 100,000 for the 3" stickers. Many felt we needed to look at a 2 or 2 ½" size. Chic-fil-a would take 50,000 stickers and put them in their bags for family nights at the restaurant. Also, they have family night on Tuesdays.

If someone wants to do a presentation, let LaVelle know and she will set it up with Chic-fil-a.

Roseann passed around samples of coloring books we could do for Lenny. The coloring books could be done in a PDF file so each community can download their own. This is something she can have done in-house. LaVelle is going to get a price on 50,000 posters for the chic-fil-a bags.

Joy said she sent in the final report for the CYN. However, they have now requested a 10 page final executive summary. Karen Neal is working on a grant to take the CYN statewide.

Lavelle said anyone that can volunteer at the science conference Nov. 15 or 16 just e-mail her when you can come.

Meeting adjourned at 11:30 am.

The next meeting is scheduled for January 17th, 2007 at 10:00 am.

Piedmont Triad Water Quality Partnership
July 26, 2007
10:00 am

Present: Roseann L'Espeance, Chairman, Joy Sparks, Treasurer, Martha Wolfe, Secretary.

1. Call to Order – Roseann called the meeting to order.
2. Members in attendance signed roll call sheet for voting recordation. Attendance listed below:

Brenna Goggin	PTCOG
Kyle Smith	AWCK
Bob Patterson	City of Burlington
Frank James	Town of Rural Hall
Margaret Bessette	Forsyth County
J. Martin Myers	Lewisville
D. J. Seneres	City of Archdale
Greg Patton	City of Randleman
Joy Dale	Randolph County
Wanda Davis for Judy Cherry	Village of Clemons
Joy Sparks	PTRWA
Roseann L'Espeance	Winston-Salem
Martha Wolfe	Town of Jamestown
LaVelle Donnell	Greensboro

3. Approval of minutes April 26, 2007 – After corrections of minutes, Greg Patton made a motion to approve the minutes. Frank James made a second to the motion. The motion passed by unanimous vote.
4. Carolina Yards & Neighborhood Grants – Roseann said the CYN kits area here and there is a box for each member to take. Each kit includes the CYN power point presentation, the notebook with all the printed materials from the workshops, rain gauge, rulers, pens and book marks. The only thing not included is the video.

LaVelle did a great job with this project. The Guilford County Extension is planning on expanding this program to Rowan and Catawba Counties and eventually statewide. The Partnership members agreed by vote to allocate \$5000.00 for newspaper advertising for CYN.

Roseann further stated the post survey for this grant is complete. Results should be in next week. The final report on the grant must be in by September 30, 2007. The members discussed that there is \$1000.00 remaining on the grant. These funds were not used from the travel expense allocation. Joy said the grant administrators said we could submit a budget amendment and use these funds for something else related to the grant.

The group discussed different options. Patton suggested a packet of seeds with the 9 principles of the CYN printed on the packet. Joy said she must have the information ready to go in by the first of September.

5. Lenny the Lifeguard – Roseann showed the brochure that The Village of Clemmons had created. The members may use “Lenny” to create their own materials.

Regarding the curriculum guide, it will be ready for start of school. LaVelle has been meeting with school contacts to ensure the teacher’s kits will be distributed into the 5th grade classrooms.

The Guilford County Schools has a new contact, LeAnn Slossinger. LaVelle is still trying to set up a meeting with her. LaVelle said she is meeting September 6th, 2007 with Randolph County. Joy & Greg said they would attend this meeting as well. LaVelle said after August 1st, 2007 a meeting will be set up with Alamance County.

LaVelle showed a sample of the teacher’s kit with everything but the curriculum guide, which will be ready soon. The guide is approximately 32 pages and is kid & teacher friendly. The advertising for Lenny starts in August. LaVelle will e-mail the advertising schedule to the members.

The group discussed the Radio Disney advertising. The marketing people said if we advertise with them they would distribute any promotional materials the partnership has at their events. Disney Station targets 8-14 year olds. Channel AM1320- approximately \$500.00 a week, but they may do better on that pricing. The members asked for a presentation by Radio Disney.

Another possible advertising effort may be the bag insert for “Chic-Fil-A”. We can have an insert in the kids’ bag which is given out on kid’s night. LaVelle suggested a post card with information. Some other members felt a book mark or stickers or washable tattoo would be better. LaVelle will check prices and e-mail to members.

The group discussed NC Science Teachers Association Conference. Our group was present last year. The event is held at Koury Convention Center on Nov. 15 & 16th, 2007. The cost is \$60.00 for members and \$85.00 for non-members for booth rentals. There is an extra charge for electricity to show a video. After discussion, the members decided to do a booth with electricity. They decided to have several copies of CD’s for door prizes. Also give copies of CD’s to teachers interested in the lesson plan. Any member may come help man the booth. Let LaVelle know if you can help. PTCOG would like to share in the booth rental and have a COG representative there too.

The budget was handed out to all the members. LaVelle will e-mail the group’s list of yearly activates.

The partnership has approximately \$50,000.00 to spend for the next fiscal year. The members discussed TV commercial ads for oil disposal or promoting green businesses or redoing a previous campaign.

EPA tool box has 2 commercials on their website and one is our “Best Friends” ad, which the Partnership created. LaVelle brought a video of an oil TV ad that Greensboro did previously. Wolfe said at the last meeting there seemed to be a lot of interest in an oil campaign and the promotion green businesses.

With the oil campaign we can partner with Auto Zone & Advance Auto. LaVelle said Greensboro handed out tire gauges and oil drain pans during their campaign event.

Roseann said they priced cinema ads which run approximately \$2,029.68 for 6 weeks. The members like the oil campaign emphasis and asked for more information on prices for theater ads. The group discussed which theater would be central for each member. The group also discussed having ads coincide with release dates of new movies.

D. J. Seneres, Archdale, said Channel 14 does a mechanics advice segment. Maybe they would run a motor oil education ad as a public service spot. Roseann also said that Disney Radio will interview a member on their radio station regardless of advertising with them. Wolfe said we need to keep Lenny on the air and in the public eye.

The group discussed the ability for individual members to use the products produced by the partnership. The members felt each partner should put the partnership logo on the product even if it is a very small logo. This educates people where these products originated and continues to familiarize the public with that logo.

Joy said she needs to submit the April – June grant activity for CYN reporting. Please e-mail any grant activity to her.

Next meeting is October 18, 2007.

Piedmont Triad Water Quality Partnership
April 26th, 2007
10:00 am

Present: Roseann L'Espeance, Chairman, Joy Sparks, Treasurer, Martha Wolfe, Secretary

1. Call to Order – Roseann called the meeting to order.
2. Members in attendance signed roll call sheet for voting recordation. Attendance listed below:

Bobbi Perkins	City of High Point
Judy Cherry	Village of Clemmons
Joy Sparks	PTRWA
Roseann L'Espeance	City of Winston Salem
Diana Schreiber	Trinity
Brenna Gogg	PTCOG
Greg Patton	Randleman
Marty Myers	Lewisville
Winn Underhill	Town of Jamestown
Elizabeth Brinkley	Kernersville
LaVelle Donnell	Greensboro
Martha Wolfe	Town of Jamestown
Warren Simmons	Guilford County
Connor Boyle	Elon
Bob Patterson	Burlington

3. Approval of minutes from February 8th, 2007 – Martha Wolfe made a motion to approve the minutes as presented. Greg Patton made a second to the motion. The motion passed by unanimous vote.
4. Introduction of PTCOG representative – Roseann introduced Brenna Gogg from the Council of Government, who was visiting the meeting.
5. Lenny the Lifeguard Updates –
Promotional items – Diana Schreiber, City of Trinity, handed out information and pricing on Frog Puppets as follows:
 - a) Long-Legged Frog - \$10.00 X 500 = \$5,000. – 5% = \$4750.
 - b) Frog - \$7.50 X 500 = \$3750-5% = \$3562.50
 - c) Toad - \$12.00 X 500 = \$6000- 5% = \$5700.
 - d) Individual minis - \$6/\$12.00 (no discount)

It was determined that a total of 624 frogs puppets would be needed for the 3 grade program. Extra promo items discussed were zipper pulls and key chains. The fifth grades includes 12, 219 students and 512 teachers. Zipper pulls cost \$.70 each. The original budget was \$7.00 per kit for the 5th grades – total 10,000. The 3rd grades are scheduled as a future project.

LaVelle reported that the DPI meeting went well. They endorsed the “Lenny the Lifeguard” teachers’ kit. LaVelle reported that the Randolph County Cooperative has

offered to train the teachers on how to use the kits. Roseann said that Raleigh would like for our organization to train teachers all over the state.

LaVelle said that the TV commercials will run in July and August. We plan to have the kits in the Guilford County Schools this next school year, August 2007. Also, reported the Lenny the Lifeguard project won an award, both the Gold and Silver Award from the American Federation for its 3D animated commercial. The awards show took place at Planet Hollywood in Myrtle Beach, SC on February 10, 2007.

Roseann said she has had several discussions with Mr. Jarman regarding copyrights and trademarks. Mr. Jarman is understanding and wants us to continue using the Logo. She feels that we will not have any problems with Mr. Jarman.

Town of Kernersville said they have given the Lenny poster to the 5th graders and showed the DVD.

The members discussed again the TV advertising. It was decided to run the ad for 3 months, July, August and September. The ad is to be shown before and after the kids' cartoons. (Estimated costs \$8.00 - \$12.00 per ad)

6. Carolina Yards & Neighborhoods –

- The traveling signs are here. This may be checked out with Joy Sparks.
- CYN Kits – will include – handouts, training materials, Power Point Presentation, & 3 – fifteen minute videos.
- Channel 13 will start in late May or June with CYN ads. They are looking for a volunteer to be “Ruler Man”
- The promotional items for members include, book marks, pens, rulers, rain gauges – but we are waiting to see the cost of these
- Hope to give members a supply of these promo. items in July and a copy of the video in August

Roseann said she talked to the consulting firm, BKL Research & Consulting, about the Post Survey. The results should be available in the first part of July. A total of 400 surveys in 4 different counties will be mailed.

Roseann said she will talk to the Guilford County Cooperative to get final input. They have discussed taking the CYN program statewide.

7. The municipal good housekeeping DVD is here and available for check out with Joy Sparks.

8. Next Year's Plan – Lavelle said in the next year, they plan to create the “Lenny the Lifeguard” kit for the 3 grades and then the 4 grades.

Roseanne said the EPA has a program called Green Business Program. This is a program to educate business on good housekeeping practices.

Joy said if the Partnership is turning over the CYN to Guilford County Extension Agency are we going to continue to support the workshop? LaVelle said she feels the

Partnership has a vested interest in the program. She feels we need to continue to give funds for advertisement.

Warren Simmons suggested that many of the members are affected by the Phase II educational requirements as well as Randleman Dam. He suggested in looking for variety, take the budget and divide as follows 50% TV, 25% newspaper, etc. So, we know what we are doing every year.

Roseann said Lenny was a big expense. Connor asked if the partnership does not continue funded the CYN program, will Guilford County continue to administer the workshops? It was stated that Guilford County wants us to keep providing funds for advertisement. Newspaper advertising is \$5,000. for CYN campaign for each season. Roseann said the workshops received good feedback in Forsyth County.

Trinity High School is teaching the CYN program in the horticulture class. Roseann said she will meet with Guilford County to see if they are still willing to promote the CYN workshops.

In discussing the plans for next year, Connor said he likes the idea of educating businesses. LaVelle said Greensboro did some commercials regarding used motor oil and educating the public on proper disposal. They worked with the Auto Zone stores to set up store displays with educational info. Greensboro already has 2 commercials ready to go.

Roseann said that the EPA website has lots of free items to download. She will e-mail the Title of the DVD she recently received from EPA free of charge.

Roseann asked COG for a report on their activities – Brenna said they sponsored a Storm Water Day with good attendance. They also have a storm drain maker stenciling program which the Boy Scout Troops and ROTC have participated in. PTCOG was present at Zoo Day and had lots of educational materials they handed out to the public.

Roseann said there is a grant available for train a trainer day, for teaching in Spanish. They are looking for 4 volunteers, a \$30.00 stipend given to each attendee.

LaVelle said the budget will be e-mail to the members.

Next Meeting scheduled for July 26th, 2007 at 10:00 am.