

White Oak Bayou Steering Committee

Minutes for September 13th, 2010

Call to order

- Chairman Rick Scott started the meeting
- 4 UCA students, who is will be working on research within the watershed as part of their Environmental Practicum course, were introduced.

White Oak Bayou survey

The Committee reviewed the initial list of survey goals. It was agreed that there should be an initial paragraph included that would explain the purpose of the survey. Two of the initial goals were eliminated from the list, and the remaining **survey goals were:**

- Determine general awareness of White Oak Bayou (know of the bayou and its location)
- Determine if the public has heard of the Wetland Management Plan and where
- Determine how much the public understands about the functions/values of wetlands
- Determine if the public does/would use wetlands

Survey questions to address the above goals were discussed. A revised question list is to be submitted to the Steering Committee for review and comment. Several topics pertaining to the survey were discussed including:

- Being sure that recipients understand the purpose of the survey
- General awareness and value of wetlands and familiarity with White Oak Bayou
- Some know the bayou as Marche Lakes, and the Marche Bottoms so appropriate nomenclature or a map will be important
- It will be important that the survey not be perceived as a test
- Some type of ranking may be important for certain questions
- The survey is probably not the best tool for discussing wetland regulations, however, future education on this subject and others will be important and can be addressed at workshops, etc.
- We may want to target a localized group for the survey (and also the newsletter) that has property with, or adjacent to, wetlands
- A frequently asked questions (FAQ) list may be helpful to the public
- Another topic to address at future workshops is to point out that there will be no public takings of land related to the management plan
- An open ended question should be put on the survey at the end to allow for other comments people may have on their main concerns about wetlands or wetland management.

Based on input and feedback at the meeting, Scott and Sara will work on a revised list of survey questions and will e-mail that to the Steering Committee for review and comment.

Arbor Day Fair / Karnawal reminder

A reminder was given that Karnawal will be on September 17th and 18th at the Immaculate Heart of Mary Church.

Marion Scott gave some background on the Arbor Day Fair on November 6th. It will be held at Lake Valencia at 10:00 am. There will be tree planting and an opportunity to have a small table with information (flyers, newsletter, survey) about the White Oak Bayou project. Karen Holliday is the local contact and volunteers are appreciated.

Scott and Sara will work on putting together for the Arbor Day Fair, and other opportunities for wetland tours were discussed as well. Burns Park and Maumelle Valley Estates were mentioned as other good locations for wetland walks. Other civic groups were mentioned by Rick Scott that may also be interested in wetland tours such as; Lions Club, Rotary Club, AARP, etc.

Barbara Miller stated she may be able to lead some wetland tours and the Arkansas Native Plant Society was discussed for leading botany tours.

Educational Goals

One of the five goals for the year to be completed by the Steering Committee was to develop a list of educational goals. Example goals were given:

- Get the word out about the Wetland Management Plan
- Get the public out into wetlands
- Increase public recognition and understanding of wetlands

A request was put forth by Chairman Scott to see if the committee wanted to add additional educational goals. No additional goals were added and some discussion was held regarding the three listed goals.

It was pointed out that some work has been done toward all three of the goals already, but additional topics included inserts for the Senior (newsletter? flyer?) an article in the Arkansas Democrat Gazette / River Valley and Ozark edition, and additional wetland field trips for the public. Increasing public recognition and understanding of wetlands will be ongoing but a target goal could be the first of 2011 to have reached a good number of people.

Identify other user groups

Several additional groups that may be interested in the project were listed:

- Property owners with wetlands
- Camp Robinson
- Ozark Regional Land Trust
- NRCS
- Audubon Society
- Boy Scouts / Girl Scouts
- Trail building groups
- Metroplan

Other groups were also discussed and included:

- Lions Club
- AARP
- Maumelle Seniors
- Arkansas Native Plant Society

- Optimists Club
- The Nature Conservancy
- 4-H
- Little Rock Nature Center

Outreach printing/advertising costs update

Scott Owen gave an update on printing and advertising costs. We are waiting to hear back from the Democrat Gazette to see if they are interested in running a story on the project. Printing and mailing would be fairly expensive so it would be best to target a specified group if going that route. The GIS could be used to identify landowners with property containing wetlands or adjacent to wetlands. Scott will work on creating such a list. An insert in the Maumelle Monitor would be fairly reasonable in cost and a good way to reach some of the Maumelle community.

Logo contest update

Sara Owen gave an update on the logo contest. Cayla French of Maumelle Middle School submitted the winning logo. She will be awarded with a signed certificate and a tee shirt. Sara will be working with Cayla and the art teacher to fine tune the final logo.

Next Meeting

The next proposed Steering Committee meeting will be on October 25th at 3:00 in the City Council Chambers. (Scott will check on availability)

Meeting Adjourned