

Memorandum

DATE: June 22, 2005
Revised July 20, 2005
TO: Palm Beach County NPDES Permittees
FROM: Alan D. Wertepny, P.E.
REF. NO. A4051.01
SUBJECT: Minutes of NPDES Steering Committee Meeting held on June 15, 2005

I. Attendees/Introductions

Approximately 18 of the 40 co-permittees were represented at the June 15, 2005 NPDES Steering Committee meeting. Steering Committee members present included: Jay Foy (Vice Chair), Randal Krejcarek (Secretary), Allen Trefry (Member), Karen Brandon (Member) and Tony Puerta (Member). Laurent Van Cott (Chair) was absent and Jay Foy (Vice Chair) presided over the meeting. A copy of the sign-in list is available upon request.

II. Administrative Activities

- a. Approval of April 20, 2005 Meeting Minutes** – The minutes were revised to reflect that Rebecca Rodgers could be designated as an alternate for Tony Puerta when he is not present. Karen Brandon made a motion to accept the revision and it was seconded by Tony Puerta and approved by the Steering Committee. Tony Puerta also agreed that Rebecca Rodgers would be his alternate in his absence.

- b. Inspector Training Seminar, May 11 and 12, 2005** – Sixty-three individuals participated in the training program. Of those, forty-two represented the private sector. On the municipal side, there were thirteen site inspectors, three plan reviewers and five operators. The Florida Association of Environmental Professionals provided the instructors for the course and the Town of Jupiter provided the facility. The training program went well and the Steering Committee extended their appreciation to David Rotar with the Town of Jupiter for the use of their facility. FPL provided a luncheon on the second day of the seminar. The staff recommended that we continue with the program next year and again utilize the Florida Association of Environmental Professionals. The Steering Committee agreed.

c. Public Service Announcements - A letter was distributed from Christofek Weiss Media Group outlining a \$40,000 campaign to advertise on the top three local affiliated television stations (Channels 5, 12, and 25) for a 30-second NPDES educational spot. Christine Christofek is the Assistant Director of Media Arts with the Solid Waste Authority. Besides working with the Solid Waste Authority, she has her own production facility. Christine's proposal also provided cost ranges for various tasks including the following:

- Estimated cost of producing a 30-second spot ranges between \$1,000 and \$7,000.
- The cost of a scriptwriter and producer/director for the spot averages \$750 per day.
- The cost for each televised 30-second spot ranges from \$100 to \$300.
- Networks normally require campaigns of two to three months in duration with 60 to 120 30-second spots.
- The standard advertising agency commission to negotiate rates and the advertising campaign with the media is 15%. Advertising campaigns, such as the Solid Waste Authority "Bin Wagon", can become expensive (\$250,000).

After some discussion the Steering Committee decided not to move forward with an educational program by advertising on prime local television stations. The Steering Committee directed staff to do the following:

- Research already available public domain production videos (+/- 30-second spots) on NPDES material. Potential sources include the U. S. Environmental Protection Agency, Florida Department of Environmental Protection, University of Florida - IFAS, Palm Beach County, etc.).
- Establish a library of public domain videos for use by the co-permittees on their own television stations, websites, etc.

d. Water Quality Sub-Committee – The sub-committee had its first meeting on May 19, 2005. The next meeting will be scheduled within two weeks. Prior to the next meeting, the sub-committee will receive the information that has been compiled for the period from January 1999 through September 2004. The information will include summary tables of the water quality monitoring stations, grouped by watershed. The summary will provide the number of samples, the average concentration, the mean

value, the maximum value, the minimum value, and the standard deviation for each monitoring parameter. The information provided to the sub-committee will also include graphs of selected water quality parameters (DO, total phosphorus, total nitrogen, chlorophyll A, and copper). The sub-committee will review the information, discuss it at the next sub-committee meeting, and provide recommendations for information to be included in our 3rd Year Joint Annual Report.

III. State Comments on 2nd Year Annual Reports and Inspection Schedule – A copy of FDEP’s letter on the 2nd Year annual report, and schedule for this year’s inspections (July 18, 2005 through July 22, 2005) was distributed to all attendees. This information will be provided to all co-permittees via email. The permittees were advised to carefully review the information and asked to provide their responses to the requested information to Mock•Roos on or before July 13, 2005. All permittees are strongly encouraged to have a representative for their municipality attend the next Steering Committee meeting on July 20, 2005 with FDEP’s consultant.

IV. Additional Items – Rebecca Rodgers, representing the City of Boca Raton requested input from other municipalities on how they handle non-compliance with regard to implementation of stormwater pollution prevention plans. It was noted that when many of the municipalities developed their NPDES Stormwater Ordinance, Stormwater Pollution Prevention Plans were not mentioned. Some co-permittees, such as Palm Beach County, have modified their Stormwater Ordinance to strengthen the enforcement aspects, particularly with regard to sediment and erosion controls. Palm Beach County agreed to provide a copy of their Stormwater Ordinance to Mock•Roos for distribution to all. Municipalities also mentioned that one way that they obtain compliance from developers/contractors is to stop providing inspections of the project. With inspections suspended, the projects can not get their CO from the municipalities.

V. Next Scheduled Meeting

The next Steering Committee meeting is scheduled for Wednesday, July 20, 2005, 9:00 a.m., at the offices of Northern Palm Beach County Improvement District. The purpose of the meeting is to discuss, with FDEP’s consultant SAIC (Vista Stewart), the State’s updates on the NPDES Program, the Annual Report forms, and the collection of the missing information on the 2nd Year Annual Reports. All co-permittees are strongly encouraged to attend this open meeting.

We believe these minutes accurately reflect the discussions and decisions of this meeting; however, additions and/or corrections will be accepted in writing within seven (7) days of the date of these minutes.

If you have any questions, please call me at 683-3113, extension 231.

ADW:jeh

Copies: All Co-Permittees