

Northeast Wisconsin Stormwater Consortium (NEWSC)

Meeting Minutes Monday, August 13, 2007

Participants: Dean A. Schiller (Town of Greenville), Keith Marquardt (Winnebago County LWCD), Jim Bachhuber (Earth Tech), Sue Olson (City of Appleton), James Rabe (City of Oshkosh), Laura Nowicki (City of Oshkosh), Catherine Neiswender (UW Extension – Winnebago County), Crystal Schiefelbein (WDNR), Peter Schlein (Brown County Planning Commission), Mark Rohloff (Town of Grand Chute), Mark Baker (Contech Stormwater Solutions), Tracy Flucke (Town of Harrison), Mike Liebman (Foth), Kendra Axness (UW Extension), Amy Callis (Calumet County LWCD), Gene Hojan (Robert E. Lee & Associates), Tim Hamblin (City of Neenah), Allen Davis (Town of Grand Chute), David Johnson (Outagamie County Planning), Chad Cook (UW Extension), Craig Berndt (Village of Allouez), Scott Brostean (Town of Ledgeview/Mead & Hunt), Jessica Beckendorf (City of Menasha), Dan Helf (WDNR), Randy Loberger (Village of Suamico), Jeff Mazanec (SEH), George Dearborn (Town of Menasha), Jeff Elrick (Village of Little Chute), Dave Bougie (WDNR), Carrie Murphy-Auguston (Town of Lawrence), Kurt Minten (Town of Lawrence), Nick Waldschmidt (City of Fond du Lac), Jeremy Freund (Outagamie County), Dean Kaderabek (Winnebago County), Jason Brown (City of Appleton), Dena Mleziva (Calumet County), Janet Sosnosky (City of Manitowoc), Ray Batley (Town of Vinland), Keith Johnson (Contech Construction Products), Mary Kohrell (UW Extension – Calumet County), Geoff Farr (Village of Howard), Jim VanDenHeuvel (Village of Hobart), Sindee Kleckner (NEWSC Staff).

I. Welcome and Introductions

II. Update on Membership

Sue welcomed the Town of Vinland as a new member

III. Financial Update

Sindee stated NEWSC is still currently operating within the budget. Sue explained that Sindee is no longer an employee of NEWSC. She works for DIVERSIFIED business solutions and NEWSC is now contracting with DIVERSIFIED for Sindee's services. In addition, Sindee now has a support system to assist with the administrative duties of NEWSC. Sue stated that Nick W. as the treasurer will need to approve the invoices. Sue stated at the next meeting the budget will be reformatted to demonstrate the contract for DBS services. Sue said that the committees should be working on their 2008 budget and the committee chairs should get their 2008 budget to Sindee and Nick W by October 1, 2007.

Sindee passed around a summary of NEWSC accomplishments and products. She also passed around an example from the SEH on-line reporting system. Sue explained that the members can use this to justify their membership and participation in NEWSC to their departments and elected officials. Sue pointed out that each community will need to put

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value to the different pieces. For example what would the cost be if they hired a consultant or had a staff member do these components.

Mark R. stated the dues structure for 2008 will be the same as 2007.

IV. DNR Lawsuit

Sue gave an update about the lawsuit against the DNR. She explained several environmental groups have filed a lawsuit and they are looking for 0 discharge in quality and quantity. The petitioners know has not been done anywhere else in the country and that it is unrealistic, but they are not offering many alternative solutions. Sue pointed out that it would take years to create the standards they are proposing. The response brief was filed on July 9 and had been forwarded to NEWSC members on July 11. The environmental groups had until August 10 to file. The judge has 90 days to make a decision, which could be a trial or oral arguments. Sindee will forward the briefs that are filed to the members. Mark R. said this lawsuit contributed to the delay of getting the permit out to the municipalities.

Jeff M mentioned a letter sent to the secretary from APWA regarding SLAMM changes. He stated the secretary retired so they are resending the letter to others in the organization. He said the letter can be viewed on the APWA website.

V. Committee Reports

Erosion Control: Sindee Kleckner (NEWSC Coordinator) told the members that the Reference Guide to accompany the NEWSC Sample Ordinances is in the finishing stages. She mentioned there are several appendices to the reference guide that are also being worked on.

Illicit Discharge: Sue Olson (City of Appleton) said at the last meeting the Committee watched the EPA IDDE 201 webcast, which is now available on-line. She stated the manual is very close to being done and then it will be given to members who volunteered to review it. The Committee is also working on a presentation/video for internal staff training for illicit discharge.

Tools & Resources: Committee Chair Jeff Mazanec (SEH) informed the group that there had been a public website brainstorming session with the Committee on June 22, 2007. The group discussed how to structure the website and the website will be designed to include the brand when it is finished. Jeff stated the Committee will be working on a redesign of the NEWSC website. He asked members to send suggestions or links to website they like. The Committee will work to present a NEMO type of presentation to the SNEWPS group at their next meeting. Jeff stated the Committee needs more members.

Information & Education: Committee Chair Kendra Axness (UW-Extension) informed the group that the first few seasonal messages were sent out. The grass clippings packet was sent in June and the lawn watering packet in July. Sindee was interviewed on CBS based on the press release that was sent out. Kendra stated during August people were encouraged to repeat the grass clippings and lawn watering messages. A fall fertilization packet will be

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send for September and leaf maintenance for October. November will be an off month and December will be a summary of messages and packets sent throughout the year. Kendra stated the Committee has been working on a marketing plan that will position NEWSC to get started on the media campaign. This plan can be used regardless of whether we are awarded the grant or not.

VI. DNR Planning Grant

Kendra stated the NEWSC grant application was ranked 19 out of 50. The NEWSC grant could be funded if the grant program receives 1 million in funding. Sue stated there were several applications from the northeast region that were in the top 20.

The MOU was revised to state that the community supports using existing NEWSC funds instead of committing to future membership. Sindee followed up with Eric Fowle of East Central Wisconsin Regional Planning Commission who supported the wording. Sindee passed around a copy of the MOU. She explained that each community would have to sign a MOU with identical wording. Sue asked for feedback on the MOU before the end of August. It was suggested that members present this to their committees and boards because it would need to be signed by the end of the year if the grant is awarded. Dan Helf stated even though it is unknown if we will receive the grant communities should approve the MOU and if the grant isn't received the MOU would be null and void.

VII. Branding Presentation

Sindee presented the results from the 3 branding sessions. Through the branding sessions the group agreed to focus on getting individuals to make changes. She explained the purpose of the brand is to get the message across in an attention getting, clear and understandable way. Sindee presented the logo: Change your habits... for Pete's Sake. She explained the ability to insert the different types of habits we want people to change (lawn mowing). She stated the logo was not done by a professional, but it is intended to be something people can react to. NEWSC will enlist a professional for the final design of whatever logo is selected. She passed around a form requesting feedback and ideas from the members about the logo. She stated the feedback will be used to give more direction to the marketing professionals.

VIII. Public Participation – Discussion Groups

Sue read the section of the permit that addresses public participation. "The permittee shall implement a program to notify the public of activities required by this permit and to encourage input and participation from the public regarding these activities. This program shall comply with applicable state and local public notice requirements." Sindee passed around a page from the International Association for Public Participation that shows a spectrum of public impact. Sue mentioned that a more detailed paper from this organization will be available on the NEWSC website. Dan Helf stated that the DNR staff will be having a meeting to discuss this same topic. At the meeting the members split into 4 groups to discuss public participation.

IX. Public Education and Outreach Plan Development Workshop

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Catherine informed the members that a workshop to help communities draft their Public Education and Outreach Plans is being planned. It is a 4 hour interactive workshop. People are encouraged to bring their current and draft plans and laptops to be hands-on. Jim Bertolacini will present more information from the DNR at the workshop. The same workshop will be presented on October 9 and October 11. The workshop is from 9:00 – 1:00 with open time afterward to work one on one. The October 9 meeting will be at the Coughlin Center in Oshkosh and the location of the October 11 meeting is to be determined.

X. NEWSC Long Range Plan

Peter said he is looking to the future for NEWSC and what the needs will be. He stated he would be contacting some of the members to get their ideas. He discussed the potential to create new subcommittees to work on issues that come up. Sue mentioned that there may be a need to examine the component of phosphorus as far as modeling and numeric goals.

XI. NEWSC Scholarships

Sue presented two scholarship opportunities to the membership. NEWSC has the opportunity to pay the registration fees for members to attend. One is “Using Compost To Improve Stormwater Management & Erosion Control On Roadsides”, Thursday, September 13, 2007 at Retzer Nature Center in Waukesha. The second opportunity is “How To Design And Teach A Successful Workshop”, Friday, September 14, 2007 in Madison. Sue mentioned NEWSC would reimburse the registration fees and those who are interested should contact Sindee by August 21, 2007.

XII. Other Discussion

- Dan Helf introduced Dave Bougie will take Mark DeBaker’s position. Dave’s number is 920-662-5124. Sindee will forward the new map of the DNR staff areas to the members.
- The group watched a video about stormwater by Amy Callis (Calumet County). Amy stated this was done through Time Warner Cable. She stated the video can be used by others, but they need to keep the Time Warner logo in it. She stated it is available on Time Warner as on-demand. She said there could be more opportunities to do this type of thing in the future, but it may not always be a free service.
- Dean Schiller (Town of Greenville) stated his community will be voting on a phosphorus fertilizer ban. He stated it would apply to both purchasing and application. He said the garden supply stores would not be permitted to display fertilizer with phosphorus and people who needed it for new lawns would have to ask. To enforce it he stated they would probably need to do spot checking.
- Kendra mentioned the post-construction workshop on October 10, 2007. She said they are working on the ability for several people to be able to logon from one site.

XIII. Adjourned

XIV. Future Meeting Dates and Times

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