



Information and Education Committee Meeting Minutes
Monday, March 2, 2009
Outagamie County UW-Extension
Meeting Room D
3365 W. Brewster St.
Appleton, WI 54914
University Extension Office
2:00 p.m. – 4:00 p.m.

Attendees: Tracy Flucke, Dani Santry, Kendra Axness, Steven Arndt, Elizabeth Marks, Dean Schiller, Kelly McDonald

Invited Participants: Jim Von Hoff, Shelly Hendricks

Meeting minutes taken by: Diana Peterson, NEWSC Coordinator

Handouts: NEWSC Campaign Update 3/2/2009

- I. Meeting Called to Order at 2:00 p.m.
- II. Approval of Minutes from Last Meeting (February 2, 2009)
 - a) Motion to approve by Dean Schiller
 - b) 2nd by Dani Santry
 - c) Minutes approved.

III. Address key InSight questions on Phosphorus campaign

The acronym DEC refers to Daily Estimated Count for the billboard audience. The timeline for billboards is from 4/20/2009 to 6/22/2009 and 9/14/2009 to 10/19/2009. Broadcast Television will occur. This amounts to 27 weeks for reach and frequency. Cable television is still in process. Newspaper will not be included. At the present time the talent portion is in the hiring stage for the phosphorus campaign. The Weekly Reach & Frequency Distribution section is at 99% audience reach capacity. The schedule is a 10 week flight from 4/20/2009 through 6/21/2009 and from 9/14/2009 to 10/19/2009.

WOZZ and WNCY are the two area radio stations to promote coverage of the phosphorus campaign. InSight will provide the backdrop graphic. InSight needs approval from the I & E committee if they approve the tradeshow option by March 31, 2009.

Recommendation: I & E committee needs to give approval to InSight for the tradeshow opportunity.

Recommendation: The public relations portion of the campaign is needed from the I & E committee.

IV. Review phosphorus outdoor campaign spreadsheet

Sue Olson was the only contact who responded to the phosphorus outdoor campaign spreadsheet. She is requesting for other communities to consider going in on a billboard.

Recommendation: Diana will contact Sue Olson about the billboard and to inquire if anyone has come forward to share the billboard.

V. Review proposed phosphorus billboard locations

For the phosphorus campaign, there will be a focus on the soil testing. There are five goals, two of the TV ads will focus on the two goals and three of the radio ads will focus on the remaining three goals. The content of the website will take responsibility for the website. InSight can assist with the copy editing. One of the writer producers InSight will send the web graphics and create for headers on the website.

Recommendation: Dean Schiller will contact Janet Sosnosky to ensure the campaign and website coincide with the posting. One goal is to ensure that the Tools and Resources committee keep count of NEWWaterWisconsin.org website hits.

VI. Discussion on Grants for the completion of the survey in 2010

WEEB Grant update. The last update is Jessica says encourage to apply.

Recommendation: Review the date deadline.

Community Fox Valley Grant

There is grant workshop in May. Both Tracy and Sue will attend the workshop.

Recommendation: Tracy will write the grant and Sue will review and assist with the writing of the grant.

Green Bay MSD Grant

Recommendation: Sue will assist in writing the grant

EPA- Great Lakes Basin Grant

Update: Dani, the deadline is May 1, 2008 which is past.

Recommendation: Review the deadline.

VII. Committee Membership Discussion

Tracy and Dean discussed before the meeting to keep the I & E group as one. The meetings will meet as one collective: both phosphorus and education.

VIII. PSA's - IDDE Committee Update (Elizabeth)

Elizabeth presented. IDDE will create and work on the PSA's. and will provide the ads to the I & E committee for approval. IDDE is working on the following topics: The Carpet Cleaners, Swimming Pools, Concrete Sawcutting, Powerwashing. The brochures and other material will be complete.

IX. I & E Plan update

Tracy went through the I & E Plan. There are three sections. The first section is the overview of the plan. The remaining two sections are on the goals.

X. Seasonal message packets for 2009

Tracy talked about adding salting and shoreline messages. Tracy addressed to the committee about the seasonal packets on the NEWS website.

Recommendation: The I & E committee will focus on the phosphorus campaign and focus salting and shoreline messages in late summer, early fall.

XI. Other Topics

The I & E committee discussed the Phosphorus Bill and the latest effort for the phosphorus ban. At the present time, the bill is in the assembly. Dani reminded the I & E committee how phosphorus is within other areas such as grass clippings, leaves and the phosphorus campaign is only the beginning.

XII. Action Items Recapped / Agenda for Next Meeting

I & E brainstorming and discussion on tradeshow option with InSight

Review and discuss I & E Plan, pages 1-4

Phosphorus Bill Update

CBSM Portion and Effect on Statewide Ban

XIII. Adjourn Meeting

Meeting adjourned at 3:00 pm

Motion to adjourn Steven Arndt

2nd by Elizabeth Marks

NEXT I & E Meeting

Monday, April 6, 2009

2:00 pm – 4:00 pm

Outagamie County Extension Office Meeting Room D