



Information and Education Committee Meeting Minutes

Monday, April 6, 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: Elizabeth Marks, Janet Sosnosky, Dean Schiller, Kelly McDonald, Kendra Axness, Nick Waldschmidt, Jim Von Hoff, Jay Bauer, Tracy Flucke, Steve Arndt

- I. Meeting Called to Order at 2:00 p.m.
- II. Approval of Minutes from Last Meeting (March 2, 2009)
 - a) Motion to approve by Elizabeth Marks
 - b) 2nd by Tracy Flucke
 - c) Minutes approved with changes.
- III. I & E brainstorming and discussion on tradeshow option with InSight

InSight gave a short presentation on the updates of the billboards. I & E committee made a recommendation to approve the billboard. The IP address needs to be set up at this time. InSight will check on the IP location for set up. The lawn stake graphic needs approval from the I & E Committee. The radio and TV spots have been approved. The I & E Committee reviewed the TV and radio ads. The TV ads are 15 second spots. The committee is to decide if it is one sided or two sided for the lawn stake. The price is 2,000 stakes for .20 cents a stake. Elizabeth inquired about the background on the phosphorus guy and to inquire if he will be a phosphorus campaign advocate by placing a lawn stake on his lawn. InSight is on target with the timeline established for the billboards.

Dean inquired if the committee is reviewing the tradeshow option. The next meeting will hold a discussion on the tradeshow option. Dean discussed to bring forward the tradeshow option to the Full Membership for municipalities to dedicate time to working at the tradeshow. Elizabeth referred to the scholarship funds that are allocated to attend workshops. Elizabeth suggested using the scholarship funds to assist municipalities a stipend to work at the booths. Tracy suggested considering volunteers from each community to work at the booth. Lawn stakes could be 50 per community.

Recommendation:

Diana will send the lawn stake information to the membership and I & E Committee for approval.

Diana will request for ideas on a press release to the entire membership. Place a summary of the timeline of the campaign and reminder emails to the membership on billboard. Send the final radio, TV and website ads to Janet to be posted on the NEWSC website.

The I & E committee will need to approve the lawn stake graphic. Diana will send the price information to the team.

The I & E committee will create a general press release for copyright.

The I & E committee will submit the tradeshow option and the lawn stake option as an agenda item to the Full Membership for approval.

Janet will assess how to place the media TV spots and radio ads on the website.

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

Tracy discussed the introduction and the first four pages of the I & E Plan. The first page of the overview requires the change to the goal to repeat the phone survey by 2010. The second page under educational goals is to add TMDL. The goals of TMDL is embedded within goals one and two. In page three, the elected officials and appointed officials needs to change. On page 4, in the first paragraph lawn care providers should be included in this section. Add concrete cutting, power washing. At the end of the page 4: occasional users to add a period at the end.

Recommendation:

Diana will assist in updating the general introduction of the plan.

Kendra will bring in the modified tables of the permit section numbers to the next meeting.

V. Phosphorus Bill Update

Kendra informed the committee that the Wisconsin Association of Lakes sends out updates on the phosphorus bill. The bill is currently through the legislature and needs a signature by the governor at this time.

VI. CBSM Portion and Effect on Statewide Ban

Kendra discussed the importance of combing the media campaign with the educational portion of the campaign. CBSM is community based social marketing to assess the social effect on environmental initiatives. The ban has taken the importance away from this. The media campaign is going to bring minimal information out the community on phosphorus. Elizabeth discussed the professional soil sampler and the importance of their knowledge. Kendra discussed the importance of videotaping a demonstration on soil testing.

VII. Other Topics

The Conservation Expo is at the end of May. The I & E Committee is reviewing the option to have a booth at the Conservation Expo.

Recommendation:

- Elizabeth will inquire with Keith Marquardt to see if NEWSOC can be at the Expo in May.
- Diana will send out the lawn stakes to the entire membership for comments by Wednesday, April 8, 2009.
- Diana will be the contact person for the press releases on the phosphorus campaign. Diana will work on the press release.

TV Ads

Motion made to approve the video ads.

2nd by Elizabeth Marks

VIII. Action Items Recapped / Agenda for Next Meeting

CBSM Portion and Effect on Statewide Ban

Lawn Stake and Trade Show discussion

Report on the website pictures

Survey feedback from the East River

Feedback on the press releases for I & E Committee

Discuss the option of hiring the green haired guy for the tradeshow options.

Review and discuss I & E Plan, pages 4-9

IX. Adjourn Meeting

**May 4, 2009 at 2:00 pm to 4:00 pm
at Outagamie County Extension office
Meeting Room D**

**Move to adjourn: Steve Arndt
2nd by: Tracy Flucke**