



Tools & Resources Committee Meeting Minutes

Monday, February 16, 2009

10:00 – 12:00 p.m.

SEH

Attendees: Jeff Mazanec, Janet Sosnosky, Dick Flynn, Brian Olesen, Dave Johnson, Dean Schiller, George Dearborn, Jeff Elrick

Meeting minutes taken by: Diana Peterson, NEWSC Coordinator

Meeting called to order at 9:45 a.m.

Handouts: Webex meeting center and training center information, Tool and Resources – 2008 Accomplishments, NEWWaterWisconsin.org information

1. Approval of Minutes from Last Meeting
 - a) Motion to approve by Dave Johnson
 - b) 2nd by Brian Olesen
 - c) Minutes approved.

2. Review and Discuss Member Website Updates
Discussion on the website development occurred. Further discussion is placed under agenda item number 5.

3. MS4 PermiTrack 2008 Updates
The committee reviewed the MS4 PermiTrack and added the 2008 Accomplishments to the NEWSC Stormwater Management Activities Plan. Jeff placed the accomplishments with the Public Education and Outreach section during the meeting.

Recommendations:

- 1) Jeff will email the list to Janet on the PermiTrack updates for the DNR proposal submittal. The report is due on March 31, 2009.
- 2) Jeff will place the accomplishment list within the NEWSC plan.

4. Web Conferencing
The Tools and Resources toured the Webex Training Center. The two models reviewed were the minutes model and named user model. The current application used is Genisys.com. Webex could provide services for creating a meeting center or training center applications. The one time training fee is \$199.00 a month. The license cost per month is \$59.00. Each meeting is a total of 25 live connections.



The total for conferencing at 10 people at 60 minutes equals 600 minutes or 3,000 minutes a month. This average is at 11 cents per minute. The monthly fee plus the cost per minute is averaged. The contract is based on starting at an average level and growing from the initial starting point. This is at \$389.00 per month.

Jeff recommends reviewing two other options. The first application is gotomeeting.com. The second option is freeconferencecall.com. The committee reviewed freeconferencecall.com. There is no catch as there are no advertisements to listen to, no quality issues, no hidden fees, no sales pitches, no contracts, no purchases required, no privacy problems, no limitations or restrictions, and no surprises.

Recommendation:

- 1) Create an initial cost plan on the Webex Training Center option.
- 2) Include the average travel time with each individual who participates in monthly meetings.
- 3) Inquire with other committees if web conferencing is a viable tool for meetings.
- 4) Each meeting is to review web conferencing options and to submit recommendations. The next web conferencing site to review is gotomeeting.com.
5. Coordinating InSight and Public website – proposed revisions to public website
The main suggestion is to consider placing the green haired guy on the banner located on the top of the website. The campaign content will be placed on the first page. The current pictures on the website will be deleted. One consideration is to drop the current side menu and add a side menu with the seasonal messages. I & E question is to inquire if they are developing. There must be consistency between the newwaterwisconsin.org site and newsc.info site.

InSight is creating a graphic. The T/R will be meeting with BuildMyOwnSite on Friday to find out the cost to change the website. Jeff suggested using the fence as a tool bar for items to link individuals within the website.

Recommendation:

- 1) I & E committee is to discuss the ideas for the seasonal messages for campaigns on the first page and coincide with the overall website.
- 2) The logo of NEWSC should be placed on the upper right hand corner so the community is aware of the communities involved in the phosphorus campaign.
- 3) BuildMyOwn and InSight will need to work together to ensure compatibility format and layout.
- 4) Jeff and Janet will meet with BuildMyOwn website on Friday, February 20, 2009 to discuss the cost of changing the website and consistent seasonal messages.
- 5) Consider holding a joint I & E and T/R committee meeting to review the website development.
- 6) Dean will contact InSight on the media outreach area of the radio/TV ads.



6. NEWSC public website updates
On hold until the phosphorus campaign is moving.

7. Action Items Recapped / Agenda for Next Meeting
 - 1) Review webconferencing option gotomeeting.com.
 - 2) Update on PermiTrack – Jeff
 - 3) Review NEWSC.info website.
 - 4) Review NEWSC.org public website
 - 5) Modify NEWSC website with Phosphorus Campaign
 - 6) Nominate Co-Chair of T/R committee
 - 7) Other Topics-YouTube videos - Jeff

8. Next Meeting Date
Monday, March 16, 2009 from 10:00 – 12:00 pm at SEH.

9. Adjourn