



## Tools & Resources Committee Meeting Minutes

Monday, March 16, 2009

10:00 – 12:00 p.m.

SEH

**Attendees:** Jeff Mazanec, Dean Schiller, Janet Sosnosky, Dick Flynn, Brian Olesen, Dave Johnson

**Meeting minutes taken by:** Diana Peterson, NEWSC Coordinator

**Meeting called to order at 10:00 a.m.**

**Handouts:** NEWWaterWisconsin.org.

1. Approval of Minutes from Last Meeting
  - a) Motion to approve by Dave Johnson
  - b) 2<sup>nd</sup> by Dick Flynn
  - c) Minutes approved.
2. Review webconferencing option ([gotomeeting.com](http://gotomeeting.com))  
Dick Flynn will update at the next meeting.

### 3. Review NEWSC.org website

InSight is creating the photo shoot for the phosphorus campaign this week of March 16-20, 2009. Janet and Jeff met with Build My Own Website for a preliminary banner on the website for the phosphorus campaign. The graphic is on top of the website across the front of the screen. The topic for discussion is to create the verbiage content for “Are You Sweeping?”

Grass clippings and leave raking will be included in the content. Brian suggested to include a link on the front page directly to the At Home Graphic for additional information. Dean offered to make changes to the campaigns as needed for each seasonal message. Brian suggested including the graphic image or a thumbnail picture on the front page to generate community interest on the first page. Janet suggested to create a link for the concept of Are You Sweeping and clicking the At Home Graphic. Dean will report to the I & E Committee for the At Work concepts and At School information.

InSight requested a separate page be created for the media to be able to contact NEWSC for the campaign. The concept is to provide educational materials for the At School initiative. Jeff suggested using TinyUrl for the At Home Graphic.



The Tools and Resources committee addressed answering the question of “Are You Sweeping?” Janet inquired about tracking the number of people who visit the website. Jeff will be addressing this issue prior to publication of the website content. Dean suggested language on how to learn how to protect water quality. Dean also suggested a paragraph on how generate community interest in “Are You Sweeping?”

The committee decided to state on the website:

“Did you know that the grass clippings you or your neighbors blow into the street contribute to algae growth each year in your lakes and streams? Sweeping your grass clippings off your sidewalk, driveway and street to prevent them from washing into the ditch or into the storm sewer is an easy way for you to help keep our local lakes and streams clean. Even better, when you cut your lawn be sure to blow the clippings back onto the grass.”

The team also added:

Other activities at home that can contribute to water pollution:

- Leaf disposal
- Car Care
- Pet Waste
- Lawn Watering
- Deicing
- Household chemicals

The team also added:

To learn more about what you can do at home to protect water quality, click [HERE](#).

The team added:

Help protect our lakes and streams clean – share this information with your neighbors!

Recommendation: Create one page that is not published at this time and update the information as needed prior to publication.

Recommendation: Include a link on the front page to directly link to the At Home Graphic.

Recommendation: The front page verbiage can change in relation to the seasonal message.

Recommendation: Include the media contact as the NEWSC Coordinator and have this placed on the first page, not a separate page.

Recommendation: Change the key message a year after the phosphorus campaign.

#### 4. Update on Phosphorus Campaign and needed website modifications

The team reviewed the stormwater section of the phosphorus campaign website.

This is in reference to the right side of the page of the website. Changes were made to the section “What Does It Mean To Me?”



Pollution in storm water runoff comes from a diverse number of activities in our daily lives including our yards, our cars – even our pets!

Another addition is the soil testing message. Dean and Janet read the radio ads from InSight to the team and both agreed to place information on soil testing on the “Are You Sweeping?” website page.

The team added:

“Another major source of phosphorus from your yard might be the fertilizer you re using! In most cases, the soil in your yard has more than enough phosphorous for lush green growth without adding any fertilizer at all! A simple soil test can help you save money and protect our lakes and streams. **For more information on soil testing, click [HERE](#).**”

Recommendation: Update the verbiage on the stormwater section for the community-at-large. The T/R team highlighted key changes for the community to review and answer.

Recommendation: Place the soil testing information on the Bare Soil section of the At Home page.

Recommendation: InSight is to be invited to the next Tools and Resources meeting to ensure the campaign is in sync with the billboard date of April 13, 2009.

5. Nominate Co-Chair of T/R committee

6. Action Items Recapped / Agenda for Next Meeting

Approval of Minutes from Last Meeting

NEWSC.org site

Update on Phosphorus Campaign and needed website modifications

Next Meeting Date

Adjourn

7. Next Meeting Date

Tuesday, April 7, 2009 from 10:00 am to 12:00 noon at SHE.

8. Adjourn

Meeting adjourned at 12:15 p.m.