



Tools & Resources Committee Meeting Minutes

Tuesday, April 7, 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) 2nd by Dean Schiller
 - c) Minutes approved.
2. NEWSC.org site
Diana will be working with Nick Waldschmidt to place the agenda and minutes on the website. Nick has been publishing to the website and will delete information off the Members section to avoid duplication.

Recommendation:

Diana will contact Nick to delete the information in the Members section concerning the documents for Erosion Control.

3. Update on Phosphorus Campaign
Janet attended the I & E Committee on Monday, April 6, 2009 with Dean. The NEWWaterWisconsin.org is not running at this time.
4. NEWSC.info (NEWwaterwisconsin.org) website review and update
The T/R Committee reviewed the website. The toolbar is missing on the top of the page and the “About Stormwater” is to be on the right side of the page. Janet created a link to the soil testing page by using the soil tip sheets. Janet requested if the PDF files should be downloaded on the website. Janet informed the committee about linking the TV ads and radio ads on the web page. This request came in from the I & E Committee. The campaign slogan changed to “Simple Solutions for Cleaner Water” for the billboards, website and media outlets for the phosphorus campaign.



Janet discussed the lawn stake media and where to place the information on the website. Brian suggested having information on the purpose of the phosphorus campaign above the “About Stormwater” section.

The T/R committee updated the “Have You Tested Your Soil?” section by using the language: “Click here for more information on : [grass clippings](#) and [fertilizer](#).” “Click here for more information on [soil testing](#).”

The T/R committee placed the radio and TV ads on the NEWWaterWisconsin.org site. There are two TV and three radio clips to place on the website. Jeff suggested to place the link to the media page in order to maintain the change in TV and radio ads. Dean suggested to also place the PSA’s also on the media page of the NEWWaterWisconsin.org site. The team added “TV and Radio Messages for Sweeping and Soil Testing” on the first page.

Janet inquired about the “At work” and “At School” to link to the “Under Construction” section. Jeff inquired about separating the slogan “Simple Solutions for Cleaner Water” from the NEWWaterWisconsin.org slogan. Dean suggests to create a subcommittee to work with the website to focus primarily on the media content.

Janet discussed the importance of linking the NEWWaterWisconsin.org and NEWSC.org websites. “NEWWaterWisconsin has been created by NEWSC, a group of Northeast Wisconsin Communities that work together to educate the public on simple solutions to cleaner water.”

Recommendation:

- 1) Janet will review options on how to place the radio and TV ads on the NEWWaterWisconsin.org site.
 - 2) Janet will send out the latest website update to the T/R Committee for review.
 - 3) Janet will request for Build My Own Website to have consistency with the color of the water drop for the NEWSC logo and the NEWWaterWisconsin.org logo.
5. Action Items Recapped / Agenda for Next Meeting
Brian suggested to have information on the rain barrels.
6. Next Meeting Date
Tuesday, June 2, 2009 from 10:00 am to 12:00 pm at SEH.
7. Adjourn @ 11:30 p.m.