

NEWSC FULL CONSORTIUM MEETING

DRAFT MEETING MINUTES

MAY 12, 2008

GRAND CHUTE TOWN HALL

Members Present: Craig Brandt, Lee Schley, Elizabeth Marks, Glenn Winkler, Jan DeKeyser, Carrie Murphy-Auguston, Kurt Minten, James Rabe, Laura Gray, Jeff Mazanec, Michael Welch, Jennifer Huffman, Allen Davis, Keith Marquardt, Dena Mleziva, Sam Tobias, Brenda Schneider, Tom Sear, Danielle Santry, Dean Schiller, Angela Gorall, Randy LoBerger, Tracy Flucke, Mike Liebman, Sean Hutchison, Jeff Elrick, Jared Schmidt, Greg Minikel, Janet Sosnosky, Nick Vande Hey, Peter Schlein, Mark Rohloff, Nick Waldschmidt, George Dearborn, Dave Soeldner, Jill Fermanich, Matthew Heckenlaible, Jim Bachhuber, Dick Flynn, Scott Ahl

Minutes Taken By: Luann Rudolph, NEWSC Coordinator

Chair Sue Olson called the meeting to order at 2:00 p.m.

- I. **Welcome and Introductions:** Sue Olson noted that there was a variety of information available to members at this meeting and encouraged them to pick it up.
- II. **Introduction of New Coordinator:** Luann Rudolph from Bay-Lake Regional Planning Commission will be serving as the new NEWSC coordinator on behalf of the agency. Sue encouraged members to check their email server and make sure that Luann's address will not be blocked from their inboxes. Contact information for Luann and Bay-Lake Regional Planning Commission was distributed.

East Central Wisconsin Regional Planning Commission will continue to serve as the grant administrator for the WDNR grant while Bay-Lake Regional Planning Commission will fulfill the coordinator position through 2009.

- III. **DNR News and Updates:** Jennifer Huffman reported that they are currently short staffed and are having a difficult time keeping up with work loads. Currently they are approximately 3 weeks from bringing any new staff on board. Jennifer asked that people have patience if they are waiting for work from DNR staff.

Jennifer also reported that there have been complaints received by the department about dye testing. She asked that if anyone had dye testing coming up that they please inform DNR as soon as possible so they will be aware. She also encouraged NEWSC members to inform the public during dye testing events as it would be a good way to help meet the education requirements of the permit.

Jennifer noted that Crystal Schefflbien had also moved to a different role at DNR and would no longer be attending the Information and Education committee meetings. At this time, DNR will not be able to assign a permanent representative to the committee.

- IV. Financial Report:** Nick Waldschmidt presented the current 2008 budget. Currently the balance is \$120,000. Monthly costs for services from DBS were lower in recent months. There have also been few committee costs as no specific projects have been completed to date other than the Information and Education Committee. Nick encouraged committees to come forward with project proposals that would incur costs soon so he can review them. A motion was made by Mark Rohloff, seconded by Allen Davis to accept the 2008 budget. The motion carried.
- V. Approval of Website Changes:** The Tools and Resources committee proposed changing services for web site hosting from Wired Connections to buildmyownsite.com. This transition would include updated the design of both the members website (www.newsc.org) and the public website (www.newsc.org/public). Jeff Mazanec gave a short presentation on buildmyownsite.com to membership. A proposal was received from buildmyownsite.com that included the recreation of the two websites. The two sites will continue to provide the information and services that are currently available. Additionally, the Tools and Resources Committee will continue to develop the public website to address different topics of the permit.

Buildmyownsite.com will provide all of the design and hosting services and also develop 10 pages of content for each website. Thereafter, it is anticipated that the Coordinator will maintain general updates (meeting minutes, agendas, general content, calendar, etc.) and each sub-committee will appoint one additional person to handle updates specific to their work.

The member's only area of the newsc.org website will continue to exist but with reduced confusion.

Nick Waldschmidt verified that the finances for this work already exist in the Tools and Resources Committee budget and no extra funds would need to be allocated.

A motion was made by George Dearborn, seconded by Jessica Beckendorf to accept the proposals from buildmyownsite.com. The motion carried.

VI. Committee Reports:

- a. **Tools and Resources:** Joint committee meeting to continue developing content for the public website is scheduled for May 29, 2008. If anyone is interested in helping, please contact Jeff Mazanec.
- b. **Erosion Control:** The committee finalized the *NEWSC Stormwater Reference Guide – Construction Erosion Control and Post-Construction Stormwater Management* including its appendices. The document can currently be accessed in the "Members Only" area of the website. The guides are customizable to fit the needs of individual municipalities.

The committee is also currently working with UW-Extension to create educational pieces on best management practices for property owners. The

release of these documents is probably one to one and half years out and will depend primarily on UW-Extension.

The committee is also finalizing several other documents. James indicated that the committee should have maintenance agreements ready for presentation at the next full membership meeting and an operations and maintenance plan prepared in approximately 6 months.

The next meeting of the Erosion Control Committee is scheduled for May 15, 2008 from 1:00 – 3:00 pm at McMahon Associates, Inc.

- c. **Illicit Discharge:** Matthew Heckenlaible noted that presentation the committee is working on was not ready yet but would be ready for the August meeting. At that meeting the full presentation will be given and the committee will be seeking feedback from members.

Matt also reported that OMNNI is continuing work on development of the Outfall Reconnaissance Field Guide as part of a grant for the Town of Grand Chute. More information will be presented at the August meeting.

The next meeting of the Illicit Discharge Committee is scheduled for May 22, 2008 from 1:30 – 3:30 pm at OMNNI.

- d. **Information and Education:** Jessica Beckendorf reported that the Information and Education Committee has been busy working to hire a consultant to work on the phosphorus campaign as part of the DNR grant. After interviewing three marketing firms, the committee chose Insight Creative Services to be the consultant. Insight will be submitting a cope of services totaling \$80,000 for review and approval by DNR. The bulk of the budget will likely be spent on actual media output as well as creative production. The scope will also include a guarantee of NEWSC ownership of all materials that are created. The materials will be created in a fashion that will allow for flexibility in order to address all issues of stormwater management.

The committee will be holding a kick-off meeting once the scope of services is approved by DNR and therefore a future meeting date has not been established.

A motion was made by Mark Rohloff, seconded by Jan DeKeyser to approve the scope of services submitted by Insight Creative Services pending DNR approval and a guarantee of NEWSC ownership of all creative materials developed.

- VII. Biofilter Research Project Update:** Nick VandeHey reported that the design work for the project was about 75% complete and it will be approximately 2 to 3 weeks until the work will be sent to DNR for review. Construction of the biofilter is pending that approval, which is anticipated to be given by late June or July with construction then beginning in August. Nick indicated that he would send out an

email to NEWSOC members if construction is set to begin prior to the August meeting. Information about the project will be provided on the NEWSOC website and the biofilters will also be equipped with signage to educate the public.

Nick also reported that they are still seeking money for long-term monitoring. An account will be set up for contributions. Equipment donations are also being accepted. If anyone is interested in contributing, they are asked to contact Nick. Nick noted that it would likely be possible for any contributors to claim credit in their stormwater permit. James Rabe asked how much money would be needed to cover the monitoring costs. Nick was unable to give an exact amount, but indicated that DNR and USGS have some costs in mind due to past experience. Nick noted that the more partners they were able to obtain the better the monitoring would be. James suggested that larger municipalities could contribute to help with this effort.

- VIII. Phosphorus Regulations:** James Rabe and Nick VandeHey reported that the committee had its third meeting and discussed how new proposed regulations would impact municipalities and businesses on implementation. The committee decided that a small group would be formed to investigate and will report back to the full committee at a meeting to be held on June 3, 2008.

It was further reported that there has not been much discussion on changing the actual numbers in the regulations other than small changes for rivers based on EPA research. The committee is working on looking at the background data that was utilized in determining the numbers included in the regulations.

It is anticipated that it will be a year or so until anything goes forward to the Natural Resources Board.

Sue Olson reported that she and Nick VandeHey will get information for members regarding updates to NR 151 and will work through the NEWSOC committees to gain comment. This will likely be done sometime around February of next year. This will be in addition to the work that is being done by James Rabe and Nick VandeHey with the phosphorus regulations.

- IX. Policy for Checking Out Excal Training Videos:** The Excal training videos are now available and can be checked out through the NEWSOC Coordinator. Check out should be limited to one week, unless other arrangements are made. If members check out the videos and damage is incurred, the borrower will be responsible for replacement.
- X. Winnebago County Shoreline Expo:** Keith Marquardt reminded the group that the second annual Winnebago County Shoreline Expo will be held on May 31, 2008 from noon to 5:00 pm at the Winnebago County Fairgrounds. Speakers will be on hand to promote good lawncare techniques and also provide information about designing and installing rain gardens. The Expo could help in fulfilling three different I&E requirements of the stormwater permits.

XI. Other Items: Jim Bachhuber reminded the group that there will be a joint conference held between the Alliance of Cities and League of Wisconsin Municipalities that will focus on MS4s and policies surrounding stormwater management. The conference is to be held in the City of Manitowoc.

Sue Olson noted that the Department of Commerce will be holding a one day conference on September 24, 2008 in Pewaukee regarding building safety. Topics to be covered include stormwater inspections and building and plumbing codes.

Related to Department of Commerce (DOC), several members noted they were having difficulties enforcing erosion control on commercial sites as DOC requires a certified building inspector to conduct these. Training for this is limited for this year and therefore some members technically would not be able to do inspections on commercial sites. Members concluded that DOC needs to provide further clarification on their rules and expectations.

Matthew Heckenliable reported that he received an email from Trisha Cooper at University of Wisconsin-Green Bay notifying him of meeting scheduled for May 28, 2008 at the University from 1:30 – 3:00 pm to discuss the TMDL with urban communities and those with MS4s.

Sue Olson reported that the NEWSOC Leadership Council has been discussing a possible increase in membership dues for 2009. This would allow NEWSOC to sustain the I&E marketing campaign with new messages once it is completed to address phosphorus and also to repeat the survey that was conducted by St. Norbert College in the future. Sue asked that members provide feedback regarding how municipal officials were supporting NEWSOC and what would be a valid increase. Sue also noted that NEWSOC will continue to seek grants that will also help to supplement some of these costs. Mark Rohloff suggested that the Leadership Council take existing budget and project out 5 years in order to see what will be available in the budget for these items.

XII. Next Full NEWSOC Meetings:

- Monday, August 11
- Monday, November 10

The meeting adjourned at 3:27 PM.