

**Northeast Wisconsin Stormwater (NEWSC)  
Full Consortium Minutes  
February 9, 2009 2:00 – 4:00 pm  
Grand Chute Town Hall**



**Attendees:** Jessica Beckendorf, Nick Vande Hey, Keith Marquardt, Nick Waldschmidt, Janet Sosnosky, Tracy Flucke, Judy Benz, Greg Little, Randi Loberger, Scott Brostean, Craig Berndt, Scott Ahl, Jim Van De Heuvel, Dick Flynn, Jeff Elrick, Sean Hutchinson, Charles McCourt, Ryan Van Camp, Kelly McDonald, Dean Schiller, George Dearborn, Ria Hull, Brian Olesen, Jan DeKeyser, Dani Santry, Angela Gorall, Mike Liebman, Allen Davis, Brian Wayner, Elizabeth Marks, Dan Helf, Dena Mleziva, Kendra Axness, Dave Vander Velden, Ted Rohloff, Jim Von Hoff, Shelly Hendricks, Jay Bauer, Lele Schley, Sam Tobias, Jim Bachhuber, Laura Gray, James Rabe, Peter Schlein, Sue Olson, Keith Johnson

**Handouts:** NEWSC 2008 Financial Report, NEWSC 2009 Budget, Proposed NR 528

**1. Welcome and introductions**

Meeting called to order at 2:00 pm. Full Membership introduced one another.

Announcements: Conservation Expo on Saturday, May 30, 2009. Diana will submit an email.

Announcements: Fox Wolf Watershed Stormwater Alliance on March 25-26, 2009

Announcements: Anyone interested in carpooling at Pewaukee please contact Sue Olson

Announcements: NEWSC Fax Number is **1-866-254-6871**

**2. Phosphorous Campaign Materials – Project status**

**a. Presentation from InSight and I&E Committee**

The I/E Committee worked on a Phosphorus Campaign with InSight Creative Services. InSight representatives, Jim, Shelly and Jay, gave a 15-20 minute presentation on the background of InSight and the various environmental campaigns they created. The presentation focused on the media strategy and the website. InSight revealed the campaign branding and billboards. The website will have consistency. The campaign has [NEWWaterWisconsin.org](http://NEWWaterWisconsin.org) website to directly link to the NEWSC website. The presentation was opened up for questions.

Two questions addressed the affect the campaign will have on the statewide phosphorus campaign. One question asked about the teaser campaigns question. The teaser campaigns are more popular. One question was on the target of the demographics. The target market is for homeowners who have responsibilities with lawn care. Billboards are a general reaching media. One question was on if the media is owned by NEWSC. InSight will turn over the rights of the logo to NEWSC. One question was to inquire if the logo can be downloaded. The logo will be on the public site. The general public can retrieve information on the public website. Is there a way to measure the success of the campaign? One way to measure is to how many people are viewing the website and how long they are interested in the campaign. Daily estimated count of the billboards will be counted.

Campaign Timeline

InSight is launching the billboards in mid-May. The billboards will arrive first and the TV/ads will occur a week later.

Another question is the budget on the media campaign. Discussion would be for advertising on the city buses or theater. Communities interested in combining efforts to supplement the campaign, contact Diana at [newsc@newsc.org](mailto:newsc@newsc.org). A request is to submit a diagram of where the billboards would be placed.

**3. Financial Report**

Nick Waldenschmidt discussed the 2009 and the financial budget of 2008 report. The NEWSC Coordinator is a new line item with the exchanges of coordinator throughout the year. The NEWSC 2009 Budget is mentioning the membership fees. The Bay Lakes was paid in the month of January and the contract has now ended. The NEWSC Coordinator and website expenses are the only

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Motion to accept the NEWSC budget: James Rabe  
Second: Tracy Flucke  
Motion carried.

#### 4. **Committee Reports**

- a. Phosphorous Grant – March meeting not established at time of agenda posting
  - i. Chair Jessica Beckendorf, City of Menasha, 920-967-5103  
Jessica will be leaving the City of Menasha on Thursday, February 12, 2009. The I/E chair position is vacant. Dean Schiller will be a co-chair for the Phosphorus Grant Committee. The I/E had a meeting last week. InSight will be given Diana's contact information for the campaign. Jessica discussed a grant that is needed to fund a survey for the success of the phosphorus campaign. The survey would be conducted in 2010. The focus is a long term goal to include the phosphorus guy.
- b. Information & Education – March meeting not established at time of agenda posting
  - i. Chair Tracy Flucke, Town of Harrison, 920-989-1062  
Tracy talked about the seasonal messages to begin again in May 2009. The original I/E plan was done in August 2006 and the plan needs to be updated. Tasks will be on hold until the website and phosphorus campaign will be completed. The next planning meeting is on March 2, 2009 at 2:00 pm at the UW Outagamie County Extension office. Currently, there are only 6 representatives in each committee; Phosphorus and I/E.
- c. Tools & Resources – Next meeting is February 16, 10:00a-12:00p at SEH
  - i. Chair Janet Sosnosky, City of Manitowoc, 920-686-6910  
NEWSC.org and NEWSC.info are up and running. Each committee is doing their own updates. The Tools and Resources will be updating the website to provide current information. T/R and I/E committee will be working together for the the NEWwaterWisconsin.org. T/R is also investigating the web conferencing options for committee members. The next meeting is Monday, February 16, 2009 at SEH from 10:00 – 12:00 pm. If you are interested in joining the committee, please contact Janet Sosnosky.
- d. Erosion Control – Next meeting is March 3, 2009, 1:00p-3:00p at McMahon Associates
  - i. Chair James Rabe, City of Oshkosh, 920-236-5065  
Currently the committee is done with the Operational and Maintenance plan. There have been new standards referenced by the EPA. An updated version will be available by the next consortium meeting. The plan will highlight the changes that were made in relation to the EPA guidelines. This will assist the communities to know the changes that have been made in relation to their own community plans. The next committee meeting is Tuesday, March 3, 2009 at McMahon & Associates.
- e. Illicit Discharge – Next meeting is February 16, 1:30p-3:30p at OMNNI & Associates
  - i. Chair Sue Olson, City of Appleton, 920-832-6474  
Illicit Discharge is working on the educational component. One is for carpet cleaners and concrete trucks. Please go to the members only website and comment on the letters that could go out to the carpet cleaners and concrete supply companies. This will reference with the ordinances of each community. The carpet cleaning campaign is relatively new at this point. An educational hang tag is also in process. If you have any additional questions on submitting the letters to your community, please contact Sue Olson or Diana at [newsc@newsc.org](mailto:newsc@newsc.org). The next IDDE meeting is Monday, February 16, 2009 from 1:30 to 3:30 p.m. at OMNNI Associates.

#### 5. **IDDE Interactive Training Program – PowerPoint Presentation**

Sue and Diana gave a short presentation on the IDDE Interactive Training presentation. The community inquired if the powerpoint presentation could be placed on the NEWSC.org and available for the members at this time. Jeff Elrick said that the training powerpoint will be useful. The main issue of placing the presentation on the website is the file storage issue. Jeff also inquired how long would it take to go through the powerpoint. The powerpoint presentation is 20 minutes in length.

The presentation could be burned onto CD's for communities that are interested in providing an educational tool on Illicit Discharge. One community member considered using this as a tool for training purposes. Another community member discussed about the availability of the presentation. Dena will try to get this up on the website.

One community member discussed the availability of the IDDE Training program for web conferencing. Based on the interactive training program more training powerpoints will be available in the future.

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**6. DNR News and Discussion Topics**

a. 2008 Annual Report

Presently, numerous calls are coming into the DNR for achieving the MS4 goals for 2013. The MS4 2013 is to reach 40%. Gus Rasmussen discussed making a good faith effort. The DNR will be reviewing the NR 216 and its components. The non-point source for grants will be cut back. The may impact the BMP's and potential projects within communities. DNR will also review the annual reports and the steady progress to achieve the 40%. When communities submit their reports and are having difficulty in reaching the 40%, a proposal can be submitted to extend the date to reach the goal of 40%. TMDL's may be arriving.

A copy of the latest DNR is due for March 31, 2009 and the latest version is on the NEWSC website. One question is to clarify that the report is due 4 ½ years after the initial startup of the MS4. Reminders will be sent out by the DNR prior to the deadline. The DNR staff appreciates all the communities that utilize the checklist that is available on the NEWSC website.

One question is about soft credits. The credit is dependent upon the initiative of each individual community. NEWSC is a viable resource for communities. One question addressed the specificity of deadlines. If there are additional questions, please submit them to Peter Schleinzi at [schleinzi@co.brown.wi.us](mailto:schleinzi@co.brown.wi.us)

Committee chairs are asked to review the PermiTrack and verify all information is current. The link to the NEWSC report will be available to all communities.

**7. TMDL SLAMM Results – Reminder for affected municipalities**

The lower Fox TMDL is being researched. A request was sent to the municipalities of the SLAMM models. The DNR has a copy available. The TMDL and EPA grant is asking for an urban model. The TMDL discussion is a secondary regulation and communities through the stormwater permit still need to achieve the 40% goal.

**8. NEWSC sponsored CPESC Training (must be registered) – Update**

a. CPESC Review Course on February 26, 8:00a-4:00p at Grand Chute Town Hall

James mentioned there are two spots available for the CPESC training. There are 10 participants that are sitting for the exam. The cost to enroll in the course is \$75 for NEWSC membership.

b. CPESC Examination on February 27, 8:00a-4:00p at Grand Chute Town Hall

**9. Pond Dredging Code**

The committee addressed the proposed NR 528. James is requesting for additional comments on the NR 528. James requested for the consortium to break into four groups and provide feedback on an organizational response by February 20, 2009.

**10. NR 528 – Group breakout session**

a. Rule for storm water sediment management

James will be working with Nick, Mike and Jim to compile notes on the feedback on the NR 528 to obtain an organizational response. The committee will forward the responses onto the full membership on the website.

**11. 2009 Full Membership Meetings – 2:00p-4:00p at Grand Chute Town Hall**

a. Monday, May 11, 2009

b. Monday, August 10, 2009

c. Monday, November 9, 2009

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12. **Other Items**

13. **Adjourn**

Meeting adjourned at 3:50 pm.

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