



I&E Committee Meeting Minutes
Monday, January 14, 2008
UW-Extension (Outagamie County)

Member Participants: Amy Callis, Kendra Axness, Crystal, Schiefelbein, Catherine Neiswender, Dean Schiller, Jeff Elrick, Sue Olson, Chad Cook, Nick Waldschmidt

Absent: Mark Rohloff, Jessica Beckendorf

Minutes Taken by: Nancy Lamers (DIVERSIFIED business solutions, inc.)

Summary of Action Items:

Name	Action	Deadline
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1. Sue Olson will print evaluation to one page for committee members to score.
2. Nancy Lamers (DBS) will burn RFP attachments to CD (# to be determined).
3. Sue Olson will include requirement to show proof of insurance (General Liability & Worker's Compensation) in RFP and a request for samples (portfolio).
4. Committee members were asked to come up with suggestions for marketing firms and websites to post the RFP.
5. Sue Olson will get clarification from Eric Fowle on how administrative fees are applied for the grant.
6. Chad Cook will forward information to Sue Olson about the UW-Madison posting site accessible by environmental alumni.
7. Committee members were asked to review Public Website and provide feedback to Tools & Resources via email to Nancy Lamers

I. Meeting Called to Order at 2:00 p.m.

II. Approval of Minutes from Last Meeting

- a) Motion to approve by Catherine Neiswender
- b) 2nd by Dean Schiller

III. Changes/Additions to Today's Meeting Agenda

Jeff Elrick added a Tools & Resources Update to bullet VI.

IV. Phosphorous Grant Discussion

Amy Callis gave an overview of the grant meeting from 01/09/2008 at East Central Planning and noted the following key points:

- MOU's all are not required
 - Statutorily 70% reimbursement, with normally 20% retained until completion, but won't be this time
 - DNR will be flexible
 - MOU reminder from Peter Schleinz was sent by mail on 01/09/2008
- a) Request for Proposals (RFP) Review – Sue Olson will use City of Appleton RFP template.

Sue Olson gave an overview of Marketing Consultant RFP related to payments to marketing firm and the committee discussed payment options.

- Wait to get product or pay them monthly?
- Pay 25% up front, with balance upon completion

Kendra Axness explained that deliverables for the grant are still a work in progress and may be modified as necessary. Grant budget is \$80,000 to be spent on implementation and media campaign.

CBSM Program – recognize barriers to implementation (time, money, marketing) & identify most likely to succeed marketing strategy. Suggestion was made to include the potential for ban of phosphorous legislation into RFP.

Sue Olson will print evaluation to one page for committee members to score.

Nancy Lamers (DBS) will burn RFP attachments to CD (# to be determined). Those attachments will be:

- Survey
- I&E plan (Oct. 2007)
- Complete application
- NEWSC branding comments (08/13/2007)
- PowerPoint about branding
- Community-Based Social Marketing fact sheet
- Coalesce notes (09/26/2006) and follow-up notes (Nov. 2006)

Sue Olson will include requirement to show proof of insurance (General Liability & Worker's Compensation) in RFP and a request for samples (portfolio).

With regard to campaign strategies expected in Spring & Fall 2009, the general concept of behaviors and audiences has been discussed by committee during several meetings. Selected marketing firm will need to meet with I&E Committee for overview and details about marketing strategies that have already been discussed.

Committee members were asked to come up with suggestions for marketing firms and websites to post the RFP.

Sue Olson provided a handout of a calendar with a schedule/timeline of events related to posting the RFP, reviewing proposals received, interviewing candidates, and the final selection of the marketing consultant. The proposed timeline has the process beginning on 02/04/2008 with a kick-off meeting on 06/02/2008 or 06/09/2008.

- b) MOU Update – 7 of 34 municipalities still need to return MOU
- c) Project Manager Position Update (moved to bullet IV)
- d) Financial Update – Nick Waldschmidt approves expenditures as Treasurer of NEWSC and will do the same for DNR grant funds. Money will come from NEWSC with statements going to East Central Planning. East Central is the “holder” of the grant. Sue Olson will get clarification from Eric Fowle on how administrative fees are applied for the grant.

V. Update on NEWSC Coordinator Position

Sue Olson advised the committee that Sindee Kleckner would not be returning as the NEWSC Coordinator. The FWWA Board will be meeting on 02/15/2008 to discuss the open position and options. The NEWSC Council will be meeting on 01/28/2008 to discuss the position and take the opportunity to revise the job description, along with reviewing the job description for the DNR Grant Project Manager position. Two individual job descriptions will be written, but consideration will be given to attempt to fill both positions with one person.

Chad Cook will forward information to Sue Olson about the UW-Madison posting site accessible by environmental alumni.

VI. I&E Chair Position

This meeting was Amy Callis' first and last day as I&E Committee Chair, as she has accepted a position with the DNR. Eugene McLeod will attend future I&E Committee meetings until a permanent replacement is hired.

Jeff Elrick asked committee members to review the Public Website created by the Tools & Resources Committee and forward any comments to Nancy Lamers. Access to the Public Website can be gained from www.newsc.org.

VII. February General Meeting

NEWSC Coordinator and Project Manager positions will be announced at the next full membership meeting.

VIII. Seasonal Messages

- Press Releases
- Fact Sheets
- Public Website "seasonal notice" banner

IX. Agenda for Next Meeting & Set Meeting Date

X. Meeting Adjourned at 3:50 p.m.

**Next Meeting:
February 4, 2008
2:00 p.m. – 4:00 p.m.
UW-Extension (Outagamie County)**