



I&E Committee Meeting Minutes
Monday, February 4, 2008
UW-Extension (Outagamie)

Member Participants: Sue Olson (Interim Chair), Nick Waldschmidt, Mark Rohloff, Dan Helf, Catherine Neiswender, Jessica Beckendorf

Absent: Kendra Axness, Crystal, Schiefelbein, Dean Schiller, Jeff Elrick, Chad Cook

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

Summary of Action Items:

Name	Action	Deadline
1. Sue Olson	will email NEWSC Coordinator position description to Catherine Neiswender for review.	
2. Nancy Lamers	will ensure hyperlinks in RFP are still active.	
3. Nancy Lamers	will email RFP mailing list to committee members for review.	
4. Nancy Lamers	will email RFP Draft to Sue Olson for edits.	
5. Sue Olson	will forward edit suggestions to Nancy Lamers for modifications to be forwarded to committee members on 02/08 for review and comments by 02/12.	
6. Nancy Lamers	to have insurance coverage document for marketing consultant typed and returned to Sue Olson.	

I. Meeting Called to Order at 2:05 p.m.

II. Approval of Minutes from Last Meeting

- a) Motion to approve by Catherine Neiswender
- b) 2nd by Nick Waldschmidt

III. Staff Position and DBS contract update

Sue Olson provided an update on the DBS contract. Nancy Lamers will continue to attend committee meetings and take minutes and DBS staff will continue to provide administrative support as needed through July 1.

NEWSC Coordinator position description has been revised to include project management of DNR Grant and other specialized technical skills, with a request for an environmental and/or ecology background. The position opening has been posted to multiple, free websites, with an expectation for hire by April 1.

Nancy Lamers & DBS will assist with transition of new NEWSC Coordinator to the position through April, May, and June. The NEWSC Council will revisit the services of DBS and consider offer from East Central Planning for office space by June 1.

IV. Review of RFP

Committee members reviewed the Draft RFP line by line and made suggestions for changes. Catherine Neisweinder clarified that the RFP is for the marketing piece of the grant and is not meant to include content of educational workshops. The message (educational angle) is a known entity, but the marketing consultant will provide expertise in creating a marketing strategy to get the information out to the public.

Mark Rohloff added valuable insight into what is typical included in an RFP for a marketing consultant that he received from Dave Willems.

Nancy Lamers will ensure hyperlinks of reference websites in section 3.6 of RFP are still active. Sue Olson will forward edited suggestions to Nancy Lamers for modifications and then forward to committee members on 02/08 for review and comments by 02/12.

Mark Rohloff asked: What happens after June 2009?

- Contract ends with marketing consultant
- Framework for future marketing projects should be in place
- Evaluation of progress takes place
- Might apply for another grant

Catherine Neiswender suggested the addition of a document to include on the RFP attachment CD available to all potential marketing consultants.

V. Mailing list for RFP

DBS has put together a list of 31 local marketing firms. Nancy Lamers will forward the list to committee members for review and suggestions for additions/deletions.

VI. Evaluation form for RFP

Committee members reviewed the two examples presented by Sue Olson. Mark Rohloff suggested that the weight of each area not be disclosed.

VII. I & E Chairperson

Sue Olson asked committee members to consider nominations for I&E Committee Chair for the 02/11/2008 full membership meeting. Dean Schiller was mentioned as a viable nominee.

VIII. Action Items Recapped / Agenda for Next Meeting

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

Next Meeting:

**Monday, March 10, 2008
2:00 p.m. – 4:00 p.m.
UW-Extension (Outagamie)**