



Information and Education Committee Meeting Minutes
Monday November 24, 2008
Outagamie County UW-Extension
3365 W. Brewster St.
Appleton, WI 54914
Meeting Room D
2:00 – 4:00 p.m.

Insight Creative Services Company representatives: Jay Bauer; Jim VonHoff; Shelly Hendricks

I/E attendees: Kendra Axness; Chad Cook; Sam Tobias; Tracy Flucke, Jessica Beckendorf, Dean Schiller, Elizabeth Marks, Catherine Neiswender, Nick Waldschmidt, Danielle Santry, Diana Peterson

I/E Guests: Erin Hanson

I. Meeting Called to Order

Meeting began at 1:55 p.m.

II. Introductions/New Coordinator Introduction

I/E meeting introduced Diana Peterson as the NEWSC Coordinator. Diana has a background in Environmental Science and officially started on Monday, November 10, 2008. Diana is an independent consultant. The I/E meeting started with the presentation from the Insight Creative Services Company personnel.

III. Approval of Minutes from Last Meeting (October 13, 2008)

Minutes approved: Tracy Flucke Seconded: Dean Schiller
Motion carried.

IV. Phosphorus Grant Update / Insight Creative Services

The campaign is to introduce the problem of phosphorus. The focus is to be humorous and light. The creative strategy is to introduce the NEW Water website for educational purposes. The approach is to be clear and concise and to encourage individuals how to make a difference. The concept is to introduce the website first with the logo and design.

The concept is New Water Wisconsin for the name of the campaign. The idea is to generate conversation and raise questions of old water versus new water. The website address is NEWWaterWisconsin.org and NEWWaterWisconsin.com. The marketing plan is to introduce billboards on main arterials; ex: highway 41. In addition advertisement will be placed on TV/Radio and PSA's.

The design specifications include a logo of an individual with grass hair peering over a fence with a billboard slogan stating, "Is your neighbor sweeping?"

Social media: Ning site where they can create their own network. This site allows photos, videos, live chats and a network/response system. The network/response system includes an area for discussions with other individuals on topics.

The Insight Creative staff displayed a sign, "I use phosphorus free fertilizer, do you?" These signs are available for educational purposes. The message is to be positive with minimal ads that display or deter activity: for example; no dogs allowed with the dog crossed out; no pesticides crossed out. The TV ad is 15 seconds; with a white background and the logo of the man with grass hair. Insight Creative Services will assist with the PSA's.

Feedback on Presentation: The ad focuses on the behavior of peering over the fence and advocating for social responsibility.

One concern over the campaign name is the NEWWater that has two letter W's. Both were introduced with NEWater.org; but there was confusion. Once viewed, the sound was New Otter. Overall, the message is simple and will be received by every citizen.

Green washing is a concern with individuals who do minimal towards social responsibility. For the campaign, public officials should be chosen who practice these concepts and are socially responsible.

One concern was a potential confusion with the Clean Water Council. All agreed that there was little concern.

One idea for the future is to allow college students to run a focus group. The focus group would be citizens who are socially responsible and are interested in raising awareness with the community. Focus groups run by college students could be considered as a low cost effort to pursue.

Insight Creative Services Company will display larger boards for their presentation at the February Full Consortium.

Recommendation: Raise an additional question for Insight Creative Services Company is to inquire how the data will be used from the website to track individuals who visit or are socially responsible within the website. One issue on the PSA effort is for Insight Creative Services Company to be knowledgeable about the committee's main topics as a collective response. This refers to the phase development throughout the campaign effort.

Recommendation: Jessica will email questions to Insight Creative Services Company about the PSA's.

V. Potential Collaborations and Information Sharing

Kendra Axness, Lisa Evenson, and Erin Hanson (guest) are from the TMDL (Total Maximum Daily Load) which is underway in the lower Fox Basin. This has been a two year initiative. The TMDL is looking at point sources and non-point sources

(urban, agricultural) to pull together an effort to clean up the area within the lower Fox basin. An overlap may be occurring with NEWSOC and TMDL with these efforts. TMDL will be conducting an urban survey about behavior patterns concerning water issues. Jessica will be at the TMDL on December 5, 2008 for the planning effort for the survey. Jessica handed out a fact sheet, "Restoring Our Water Heritage; A TMDL: Creating a Better Future for the Lower Fox River and Green Bay". (See minutes for attachment)

The TMDL should be approved by the EPA in September 2009. This is an implantation plan for many project initiatives and for many years. An outreach committee has been meeting since 2006. This committee is volunteering their time for the TMDL effort. Two individuals are the main contacts: Nichole Richmond at nicole.richmond@wisconsin.gov and Erin Hanson at erine.hanson@wisconsin.gov

Updates or agendas can be sent to Jessica Beckendorf. There is a website concerning the meeting minutes. Danielle Santry is currently on the technical team. The relationship from NEWSOC and TMDL will keep each other aware of the minutes. The survey is the main agenda item for the December 5, 2008 meeting. The campaign media is set for early spring (March/April) for customers who are ready for lawncare.

VI. Council Meeting and Budget Update

The council meeting discussed the NEWSOC Coordinator position. BayLakes was unable to commit 20 hours per week and the schedule was flexible at times with minimum hours of 10-15 hours per week. The budget was discussed at the Full Consortium. Jessica will give the work plan to the I/E Committee members present at the meeting.

VII. Formation of Second I & E committee

I/E Committee is divided into two areas. Tracy Flucke will be the chair of the second committee. Issues within the budget included: finishing up the seasonal messages, the display boards for trade shows and researching the shows. Added budget line items include attending trade shows and adding items to the display boards. Insight may be able to work with the public officials on the PSA's.

Recommendation: The Committee is to review the August 2008 NEWSOC Information and Education Plan – A strategy for Storm Water Awareness and Behavior Change in Northeast Wisconsin. This document is located on the NEWSOC website.

VIII. 2010 Survey Financing Resources

Jessica referred to an email that was sent out for the 2010 survey. Diana will follow up and inquire about the survey that was received from Sue Olson and the possibility of areas to fund the initiative.

Kendra distributed information on the WEEB grants. Paperwork on the "Community Stormwater Awareness Assessment for Northeast Wisconsin" was handed out. (See minutes for sample) The WEEB grants will be considered for writing by Jessica. Jessica will connect with the main contact Jenny at the WEEB office. The cost for the survey is \$16,500. Background on WEEB includes funding for forestry and a general environmental categories/projects. The maximum is \$15,000.

Recommendations:

Jessica is volunteering to write the WEEB grant; Kendra will assist in reviewing.

IX. Other Topics

Chad Cook is working on a Sustainable Yard Care campaign for educational purposes. The key is to bring in social community responsibility. Sustainable lawn care workshops could be conducted on Saturday mornings in the 2009 spring and summer to meet the terms of the proposal.

Recommendation: At our next meeting the committee is to brainstorm the planning initiative to discuss how to carry out the Sustainable Lawn Care workshops. Insight may be able to assist with PSA's and the initiative. The committee can discuss the soil kits and to notify the DNR if these kits will or will not be used.

X. Action Items Recapped / Agenda for Next Meeting

Agenda items: Lawn Care Workshops

Action Item: Keep the I/E together in on committee until the Full Consortium on February 9, 2008. Consider dividing into two areas once the presentation is given on the PSA campaign.

Recommendation: Please wait for response from Jessica and Diana for the next I/E meeting; date, time and location. Two dates have been set.

XI. Adjourn Meeting

Dean Schiller motioned to adjourn at 3:15 p.m. Tracy Flucke seconded.

Next I/E Meetings

Monday, December 15, 2008; 2:00 p.m. – 4:00 p.m.

Monday, January 5, 2008; 2:00 p.m. – 4:00 p.m.

file/dp