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**Information and Education Committee Meeting Minutes**

**Monday, February 2, 2009**

**Outagamie County UW-Extension**

**3365 W. Brewster St.**

**Appleton, WI 54914**

**University Extension Office**

**2:00 – 4:00 p.m.**

**Attendees:** Tracy Flucke, Dani Santry, Elizabeth Marks, Sam Tobias, Chad Cook, Catherine Neiswender, Kendra Axness, Jessica Beckendorf, Nick Waldschmidt, Dean Schiller

**Notes taken by:** Diana Peterson, NEWSC Coordinator

**I. Meeting Called to Order**

Meeting began at 2:00 p.m.

**II. Approval of Minutes from Last Meeting (November 24, 2008)**

Motion to approve: Nick Waldschmidt Second: Dean Schiller

Handouts: Public Education and Outreach

**III. Sustainable Yard Care Workshops (Kendra)**

Kendra is creating Sustainable Lawncare workshops in both Green Bay and Appleton to fulfill this portion of the grant. The workshops are planned for the fall of 2009. A template on Sustainable Lawncare is currently in draft publication. The goal is to envision a web clearing house where the public can go for topics and to include professional and educators for powerpoint presentations.

**IV. PSA's - IDDE Committee Request (Elizabeth)**

Elizabeth is informing the committee that the IDDE is creating brochures for carpet cleaning and concrete washouts. Elizabeth is requesting for the I/E to assist with the PSA's. Dean suggests the importance of having PSA's announced for the cleaning procedures for the general public. Elizabeth also highlighted swimming pools as another concern.

Recommendation: Elizabeth will request the IDDE committee to highlight the key two main messages to have within the PSA's for both carpet cleaning and concrete washouts. Elizabeth will send a rough draft to Jessica and Diana for both items.

**V. Feedback on marketing campaign artwork**

Jessica provided key highlights of the changes that were done to the campaign artwork. The message was changed slightly. Jessica noted the importance of the entire campaign including the TV and radio PSA's. The council was satisfied with the changes that were made to the campaign.

**VI. Council meeting update**

The Council meeting discussed the comments received from the Full Consortium for the graphics. There was an update on the Erosion Control conferences coming up.

**VII. NEWSC Websites: Updates to NEWSC.org site and changes to NEWSC.info site**  
Jessica is requesting for the I/E committee to view the NEWSC.org and to suggest any updates or changes to the website. Jessica would like to schedule a joint meeting with I/E and Tools and Resources committee to review the current website and to flow with the brand of the Phosphorous campaign. InSight has been asked to look at the NEWSC.info site.

Recommendation: Any changes to the site should be sent to Nick Waldschmidt.

Recommendation: Have the DNR Stormwater survey results to be placed on the NEWSC.org website.

**VIII. Incorporating existing NEWSC products into the marketing campaign brand**

Jessica is requesting for the committee to review the brand for the next three months.

**IX. I & E Plan update**

Jessica informed the I/E committee that she will resign from the I/E Chair position. The Chair position for the I/E committee will be available in March of 2009. Tracy reviewed the plan in August of 2006 and needs to be updated. The members list needs to be updated to the current list. The phone survey of November 2005 and the results should be updated. The plan should be updated within the five year update should be completed when the survey is done. The timelines need to be reviewed and updated as well. Greg and Kyle will be attending the I/E meetings.

Recommendation: The I/E committee should review the plan and make suggestions and changes. The document is on the website for review.

Recommendation: The I/E committee is to review and make changes and submit information to Tracy Flucke.

Recommendation: The committee noted that all members were present from both committees. The I/E committee requested to split the time between the Phosphorous and I/E committee. One suggestion is to schedule an hour before the I/E committee for allotted time for grant updates.

**X. Seasonal message packets for 2009**

A current seasonal messages list is compiled on the NEWSC website. Tracy printed out a copy of the Public Education and Outreach seasonal messages for

the members to review. In the past a reminder email was sent to the membership each month with the seasonal messages or topic packets.

Recommendation: Include two seasonal messages: salting and shoreline messages.

Recommendation: For March, InSight could review specific contacts or media contacts for seasonal messages.

## XI. Other Topics

Piloting Project: Kendra inquired if InSight considered piloting the phosphorous campaign material before broad implementation. One thought was with focus groups. The coordination of the focus group could be through a university. A general comment is to capture a glimpse into the media campaign.

TMDL Survey: Kendra discussed the Lower Fox TMDL for the social aspects of implementation. The agricultural producers and the urban (East River watershed) developers were targeted for a water issue survey. This survey was similar to NEWSOC. The format used was rigid. This was through EPA Region 5 which is a standard format with attached questions for local input. The main question Kendra suggested to include is about soil testing. A suggestion question was made about the frequency of lawn care services during the year.

Recommendation: Provide information to Kendra for sample questions.

Recommendation: Inquire with Peter if there will be time allotted for Full Consortium feedback on the artwork and the entire Phosphorous Campaign.

Recommendation: Solicit additional members for the I/E and Phosphorous Committees.

## XII. Action Items Recapped / Agenda for Next Meeting

InSight Update

I & E Plan update/Tracy and Team Members

IDDE samples of concrete washouts and carpet cleaning PSA's./Elizabeth

Seasonal packets for 2009/Tracy Flucke

## XII. Adjourn Meeting at 3:15 pm