



Information and Education Committee Meeting Minutes

Monday, September 14, 2009

McMahon Team Room

1445 McMahon Drive

Neenah, WI 54956

2:00 p.m. – 4:00 p.m.

Attendees: Kelly McDonald, Dean Schiller, Tracy Flucke, Nick Waldschmidt, Sam Tobias, Dani Santry, Steve Arndt, Sue Olson, Kendra Axness, Elizabeth Marks, Jessica Schultz

(Please note that the agenda order was changed)

- I. Meeting Called to Order at 2:00 p.m.
- II. Approval of Minutes from Last Meeting (August 8, 2009)
 - a) Motion to approve minutes by Dani Santry
 - b) 2nd by Nick Waldschmidt
 - c) Minutes approved, no changes.
- III. Lawn Stake Education Piece
 - a) Kelly and Dean will be finalizing the cards for distribution
- IV. Finalize Booth Design for Trade Show
 - a) Sam Tobias reprinted and laminated the trade show quotations and information
 - b) Many pictures were sent to Tracy that she will send to Sam to print and laminate in 8X10" size for the Trade Show Board
 - c) We will probably use the NEWSC laptop for the trade show to play the tv and radio ads. If the laptop is unavailable, Insight will put the ads on a looping dvd that will be able to be played on a tv and dvd player.
- V. Update and Recommendation on fall media campaign with Insight
 - a) Monday, September 14, 2009 the advertising schedule starts again for tv and radio commercials.
 - b) There will be 20 extra commercials per week with no billboards for an additional cost of \$9,972.00. Dean Schiller motioned to accept the additional commercials with the additional cost, but not to exceed \$10,000.00, Dani Santry second that motion and it was carried.

- c) Insight would like to print a press release for the VHBA Trade Show. Elizabeth Marks motioned to have Insight print the press release, Sam Tobias second and it was carried.
- d) Insight will also set up NEWSC to come up as a search result when someone Googles the VHBA trade show.
- e) Green Guy will come to the trade show for \$30 per hour with a minimum of 4 hours per day plus travel. The committee decided to have him come from 2-6p on Friday, 11-3p on Sat and 10:30-2:30p on Sun. Dean Schiller motioned to accept these times, Elizabeth Marks second and it was carried.
- f) Insight will be printing off 4X6" pictures of Green Guy for him to sign autographs at the trade show. Insight is sending a quote to Tracy for review.
- g) Insight will be printing an 8 ½ X 11" with Green Guy "Appearing" hours.
- h) Shelly from Insight would like the website numbers to create an analysis of the numbers in comparison to the campaign. She will also be putting together an overall information packet for the DNR.

VI. Finalize Staffing of Booth

- a) There are 5 spots still open for volunteers at the trade show. Dean will be calling some communities for volunteers.
- b) Dean and Tracy will be setting up the NEWSC trade show stand between 9a and 3pm on the Thursday prior to the show.
- c) Tracy will be ordering exhibition passes for all volunteers and Green Guy

VII. Approval of additional spending for DNR Grant match – completed in section III

VIII. Topic List from Tools and Resources Committee

- a) The I&E committee will start working on the home downspout information along with other misc. items for the website.

IX. Update on Grant Applications

- a) Dani and Tracy attended a seminar on the Bridge Grant, this grant will not work for us. We will be looking into alternatives.

X. Results from CBSM Exercise at Full Meeting

- a) Kendra passed out the results of the exercise along with the results of the Green Bay water survey. The committee will discuss this further in future meetings.

XI. Other Topics – none at this time

XII. Action Items Recapped / Agenda for next meeting

- a) Next meeting will be on October 5, 2009 at McMahon

XIII. Adjourn Meeting

Meeting adjourned at 3:48pm

Nick Waldschmidt motioned to adjourn.

Steve Arendt second. Motion carried.

**Next meeting on Monday, October 5, 2009 from 2:00 pm to 4:00 pm at
McMahon Team Room, 1445 McMahon Dr. Neenah, WI 54956.**