

NEWSC Council Meeting Minutes
January 19, 2009 1:30 – 3:30 pm
McMahon Associates



Attendees: Janet Sosnosky, Tracy Flucke, Keith Marquardt, Jessica Beckendorf, Nick Waldschmidt, Sue Olson, Matthew Heckenlaible, Peter Schlein, James Rabe, Nick Vande Hey

Handouts: NEWSC 2008 Financial Report, Phosphorus Campaign spreadsheet, Phosphorus Campaign pie charts

Meeting minutes taken by: Diana Peterson, NEWSC Coordinator

Meeting called to order at 1:35 p.m.

- 1) Review and Approve October 28, 2008 NEWSC Council meeting minutes
 - a) Motion to approve by Tracy Flucke
 - b) 2nd by Sue Olson
 - c) Minutes approved with adding the words NEWSC Council in second agenda item.

- 2) Special Report on InSight artwork (Jessica)
 - a) Proposed Phosphorous grant related designs and materials
Jessica presented feedback to the NEWSC Council about the data she received from the Full Consortium on the phosphorus campaign. InSight was not present at the meeting. Jessica handed out the Phosphorus Campaign spreadsheet for discussion. Diana assisted in creating the spreadsheet that outlined community response for the phosphorus campaign. Feedback was minimal due to the deadline of Friday, January 16, 2009. A total of 14 responses were received. Jessica highlighted in each cell if the response was a positive or negative response. Jessica also created pie charts outlining the responses to the 4 questions asked within the branding review questionnaire. Please see handout attached to minutes on pie chart response.

Based on the InSight research and I & E research, the campaign had to be simple and quick. The graphics were simple. Jessica is inquiring if there should be different graphics used rather than the one graphic of the man behind the fence. For successful branding and an imaging campaign all the graphics should be integrated. Peter noticed that responses number 2 and 5, are from individuals with minimal participation with the phosphorus campaign. Sue noticed that InSight needed a graphic that can transfer to black and white. Janet inquired if the message is limited and too focused. The main issue Jessica reviewed was the versatility of the graphic. The branding is reviewing the entire package and how well the image works with all

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the messages. Nick inquired if InSight considered a caricature of the green haired guy so that it's a brand.

Tracy noted that the website has been already been developed but to keep the categories and work with the content. Matt inquired about the brand and how to tie this message into the entire campaign. Keith referred to the main target audience as homeowners. The graphic has a mansion on top of a hill. Sue and Janet agree that the graphic is too specific at this point. Discussion included developers. This target audience should be considered for the branding.

Tracy notes the green haired guy can be shown conducting different duties: car washing, and cutting grass. Jessica notes that a banner could be used on the website with the green haired guy. Sue recommended using the same message of the campaign, "I use Phosphorus Free Fertilizer, do you?" This is a positive reinforcement.

Recommendation:

- 1) Diana will run an analysis on feedback received from all the communities and provide feedback with the areas that responded to the branding review.
 - 2) InSight is to review the NEWSC website and how to integrate the graphic into the NEWSC website.
 - 3) Integrate the green haired guy image into the entire web design without the "peering" over the fence affect.
 - 4) Inform InSight the reasons why NEWSC declined the fence with the green haired guy.
 - 5) Include interchangeability of the document.
- 3) 2008 Year End Financial Report
NEWSC has received some of the 2009 dues at the current amount of \$19,400. The NEWSC Coordinator are split. The split is referencing the 2008 payments to the three different coordinators/agencies are on three different line items. A bank charge was included for a canceled check in the amount of \$12.00. One final payment will be paid out to Bay Lakes for the consulting fees. Payment to Bay Lakes will be paid in January 2009. The ending balance is \$116,772.99.

Recommendation

Check with Amy for the cut off date for the payment to Bay Lakes for services rendered.

- a) Motion to approve 2008 Financial budget by Jessica Beckendorf.
 - b) 2nd by Janet Sosnosky.
 - c) Report approved.
- 4) Membership and Participation
- a) Status of new members
The NEWSC Council voted on the SEH letter requesting to waive the membership fee in exchange for the MS4 PermiTrack subscription and training. The cost of the

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PermiTrack exceeds the cost of membership. McMahon Associates may also submit a similar letter related to the biofilter project.

- 1) Motion to approve SEH letter by Sue Olson.
- 2) 2nd by Jessica Beckendorf.

b) Status of renewals for 2009
Place on the next full membership agenda.

5) Committee Reports

a) Erosion Control

The registration for the CPESC course is now closed. A reference guide for technical standards is now written.

b) Illicit Discharge

Matt provided a report on the powerpoint training presentations. The training presentation is interactive and is only 60% complete. The powerpoint presentation is 16 mgs and Matt is requesting for graphics of pet waste or grass clippings in the street to integrate into the presentation. Matt will be presenting part of the powerpoint at the next Full Consortium.

Recommendation:

Janet and James will provide graphics to Matt for the presentation.

c) Tools & Resources

On the Build My Own Website, Nick will provide updates for the I & E committee; Janet for the Tools and Resources committee; Dena for the IDDE committee and Diana will publish on the website. The calendar on the NEWSC website is up to date with meetings set for January and February 2009. Diana will go through training after the Tools and Resources meeting on Tuesday, January 20, 2009 to publish dates onto the calendar. Draft and newly released documents will be published on the website. T/R is currently working on the Erosion Control graphic. A trail pollution prevention training will be set up for a web conference. The trail training will be set for April before construction season begins. Sue inquired about the cost for the web conference.

Recommendation:

A budget is recommended to provide a cost analysis of web conferencing prior to implementation.

d) Information & Education

The next I & E meeting is set for February 2, 2009 from 1:00 – 4:00 pm. Any member of the grant team will meet at 1:00 p.m. The team will go through the grants to find out the requirements of the grant. The NEWSC council provided feedback on the artwork from InSight and further discussion will be for the design and content of the NEWSC website. Kendra Axeness at the UW Extension is planning to conduct sustainable lawncare workshops. The I & E plan will be updated. The committee will review and provide input on the seasonal message for the I & E plan.

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Recommendation

Janet suggested to place the seasonal messages on the NEWSOC calendar for the 1st of each month.

6) Work Plan Updates

Jessica will forward on to Diana, Sue, Janet and James.

7) Requests for NEWSOC Coordinator

- a) Are there major (or minor) projects that you want to discuss assigning to coordinator that need to fit into her time schedule?

For the I & E committee, discussion is for the WEEB grant. Tracy Flucke, Kendra Axeness, and Jessica Beckendorf will discuss the grant items at the next I & E committee meeting. For Erosion Control, Diana will meet with James to process the questionnaire and responses received on the survey. For the Tools and Resources committee, Diana will meet with Janet for NEWSOC website training. Diana will be meeting with Sue Olson on Friday, January 23, 2009 to go through the PermiTrack MS4 report at SEH. The report is due to the DNR on March 31, 2009

- b) Updates

Please reference above.

8) Annual Reports and WDNR Input

Peter met with Dan Helf prior to the Full Consortium meeting in November. Sue sent questions to the DNR prior to her scheduled meetings. Peter sent a list of topics to the DNR for discussion. First: discuss the new annual report elements. Second: elements, projects, programs and plans that become due in 2009. Third: Remind the process of re-application. Fourth: Grants.

9) CPESC Training Update

The registration for the course was closed on Thursday, January 15, 2009. There are 28 people enrolled in the course. There are 10 people that will take the CPESC exam. James will follow up with those that have not paid the course fee yet and remind them that NEWSOC dues must be paid to receive the discount course rate.

10) Biofilter Research Project Update

Nick will be bidding out the project in late February early March 2009. This will utilize the 1004 code. There is a change in the mix to 50% compost for the biofilter project.

11) Phosphorus Regulations Update

There is no update at this time. There has been no meeting since last summer 2008.

12) TMDL Update

Matt and Nick sent out an email to the NEWSOC membership for an anticipated result to reach the permit requirements in 2013. Most communities are concerned about reaching the 40% goal. Suamico is currently at 42%. Nick suggested the agricultural BMP's are the optimal concern at this time. Nick discussed the topic of pollutant trading and heavy metal reduction.

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13) Agenda for February 9, 2009 Full Consortium Meeting

- a) Financial Report
- b) Committee reports-separate line items.
- c) DNR news from Dan Helf.
- d) Next membership meeting.
- e) Regulation update
- f) Pond Dredging Code
- g) Discussion on Code 528 for February 20, 2009 (*Breakouts for discussion on 528, if time allotted at membership meeting.)
- h) InSight discussion on phosphorus grant update
- i) Matt Heckenlaible powerpoint training presentation
- j) CPESC Training Update
- k) TMDL SLAMM reminder for Lower Fox Wolf Municipalities

14) Other items

Sue discussed two upcoming training opportunities, both on March 11, 2009. One is on stormwater topics in Pewaukee and the other is on Erosion Control in West Bend. Diana will send both notices out to the full membership.

15) Future NEWSC Council Meeting Dates, Times

Tentative dates include April 20, 2009, July 20, 2009 and October 19, 2009.

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