

**Northeast Wisconsin Stormwater Consortium NEWSC
Council Meeting
January 26, 2009 1:30 – 3:30 pm
Menasha Library**



Attendees: Jessica Beckendorf, Matthew Heckenlaible, Janet Sosnosky,
James Rabe, Diana Peterson, Peter Schleinz, Sue Olson
Special Guests: Jim Von Hoff, Jay Bauer, Shelly Hendricks

1. Special Presentation from InSight

The InSight personnel presented the background information on the Phosphorus Campaign to the NEWSC Council. The presentation included information on the research summary, brand personality, creative strategy, new name, media approach, design elements and additional marketing avenues.

Jessica informed the NEWSC Council that the email sent out to the Full Consortium contained only the artwork. The TV/Radio advertising was missing from the email. The presentation InSight will provide at the Full Consortium meeting on Monday, February 9, 2009 will contain the TV/Radio ads. Based on the Full Consortium feedback, the green haired guy appeared creepy and presented reference to Big Brother. InSight changed the image of the green haired guy.

The green haired guy has an inquisitive look and the mansion house is no longer in the background. The fence is painted white and the green haired guy is no longer peering into the neighbor's yard.

The NEWSC Council addressed two key issues to consider for the Phosphorus Campaign. The two issues included longevity and versatility with other seasonal messages.

2. Decisions and recommendations on InSight information

- 1) Janet recommended InSight to review the NEWSC.info general public site. The request is for InSight to assist in making recommendations to work with Build My Own Site.
- 2) Review the budget for the campaign initiative and in conjunction with the cost for Build My Own Website.
- 3) The billboard campaign has a tentative target start date for May 2009. The dates considered are from April 15 to May 15, 2009.
- 4) The TV/Radio advertising will run one to two weeks after the billboards are up. The billboards will be up for 3 months.

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- 5) The billboards and the NEWSC public website need to be set together prior to the billboards going up. InSight needs to work with Tools and Resources.
 - 6) InSight is to give a presentation on the entire concept of the phosphorus campaign to the NEWSC Full Consortium which includes the artwork and TV/Radio ads.
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3. Build My Own Website mail storage discussion.
Reserved for next NEWSC Council meeting.
 4. Other items
Not Available

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