

# Northeast Wisconsin Stormwater Consortium (NEWSC)



## DRAFT Tools & Resources Committee Meeting Minutes

Monday, October 26, 2009

1:00 to 3:00 p.m.

Martenson & Eisele, Inc.

**Attendees:** Dick Flynn, Jeff Mazanec, Jeff Elrick, Dave Johnson, Janet Sosnosky  
**Meeting minutes taken by:** Jessica Schultz, NEWSC coordinator

### 1. Approval of Minutes from 9/28/2009

a) Motion by Jeff Elrick, second by Dave Johnson. All approved.

### 2. Develop a list of Seasonal Messages

Leadership council suggested T&R create a calendar of seasonal messages.

A two year primary/secondary topic calendar was created.

Jessica will send out calendar and ask for input from committees. We will request reply by 1 week prior to the end of the phosphorus campaign. Home page will be updated after the campaign finishes.

Idea for 2010: public service announcements following along with our seasonal messages.

Question: Can we use leftover grant money to create new commercials to use in 2010 if they are phosphorous related? Leaves, car wash, ect.

Jessica will find out what we have left in grant money, if a significant amount is left... can we have an extension. If so, can we create new ads to use in the future?

### 3. Tools & Resources Work Plan for 2010

Updated work plan for 2010

Jessica will post workplan on newsc.org

### 4. 2010 Tools & Resources Budget

We may need to add money to budget if we are in charge of PSA

Jessica will research cost for PSA and email Janet

APWA website – current media outlet access

### 5. Discussion: Purpose of Members Only Website

Members only site should have workable documents

PDFs should be on NEWSC.org site

### 6. New water Wisconsin.org website

Jessica is going to create a link design for NEWWaterWisconsin that each community

can put on their website. Full membership will be asked to have a link to NEWWaterWisconsin.org from their community website

Jessica will go forward and put together underconstruction – home owners, then at work, then at school. Other cosmetic changes will be made to the site, including changing the menu bar. Once the pages are updated, we will ask each committee to review them and recommend any changes.

Future changes include using seasonal messages on the home page and making the website more pleasing to the eye.

## **7. Web Conference at full membership meeting**

It was decided that T&R would present GoToMeeting to the leadership council before bringing it to the full consortium. We will have web conferencing removed from full consortium agenda and ask Peter to put it on the next leadership council agenda. If we decide to join, Jessica will create the email [meetings@newsc.org](mailto:meetings@newsc.org) to use to signup. Jessica will send out a survey with the full consortium meeting agenda questions:

– add yes/no boxes

1. My community/organization attends full consortium meetings
2. My community/organization attends a monthly committee meeting

Remembering that **active** participation is a required for your MS4 permit...

3. If you currently do not participate in full consortium meetings, would you participate if you were able to do so through web conferencing?
4. If you currently do not participate in monthly committee meetings, would you participate if you were able to do so through web conferencing?

## **8. Other**

NEWSC.org – home page, would like to see it update. Vision and Mission need to be moved onto another page. IDEA: Wisconsin graphic with dots and links to each member site. It was decided that NewWaterWisconsin.org is the priority right now, this idea will be put on hold.

## **9. Next meeting**

Monday, November 30 1:00-3:00 at R.A. Smith National

## **10. Meeting Adjourned**