



ISCCW Education / Public Relations Committee

Minutes from June 2, 2008 Meeting

Members Present: Will Buergey, Dean Challed, Jim and Kathy Floriano, Helen Hayhurst, Diana Mehlhop, Jim Reiels, Delores Sewell, Barb Wilkinson

Old Business

a. Website

Al will no longer attend this committee's meetings, but will continue to maintain the web site. Will will contact him to post previous Board minutes and to move the By-Laws and 2008 Operating Plan to a less prominent spot on the website.

b. Placemats

The placemats are being distributed to area restaurants and we are getting good feedback. Barb will also contact Hillside Resort to see if they're interested. We need to place the Boat U.S. symbol on the placemats that will be printed with grant monies. Helen will work with the placement of that symbol on the placemat.

c. Aqua Scopes

One six inch scope and three four inch scopes have been ordered for a total cost of \$304.92. They will be kept at Floriano's house and are available for anyone to use when monitoring a lake.

d. Laminator

This will be purchased after the ISCCW obtains tax-free status.

e. Articles

Barb will write an article about curly leaf pondweed and submit it to area publications. She will also get information about the ISCCW annual meeting from Will and write an article about that. (In the past it was agreed that anyone writing articles would have them edited by Will, Diana, and Kathy, rather than the whole committee.)

f. License Plates

150 CBCW license plates have been purchased for \$235.33. Some were distributed at the annual meeting, and Delores reported that they are well received at the boat landings

g. ISCCW Poster

A hair dryer seems to have solved some of the wrinkling problem. We may have to look into having another poster printed by the Forest Service.

h. CBCW Kits

Will is waiting to hear from the contact person about purchasing additional kits. We may have to purchase boxes and some of the items for the kits and assemble them ourselves. Additional shirts have been ordered from Sea Grant.

i. Business Cards

Will has the business card stock that Diana purchased from Sam's Club (400 for \$21.93). He will print more cards after he purchases new ink for the printer. Diana will check into prices for purchasing additional card stock and get that information to Will. Delores would like to include a card in the packet of material given to boaters at the landings.

New Business

a. Web site Information

Will is going to confirm which lakes are to be monitored and surveyed during 2008. There was a question about Little Duck and Fish Hawk. Jim and Kathy will then get that information to Al to post on the website.

b. On-Water Training

Barb Gajewski has arranged to have Ted Ritter (Vilas County Invasive Species Coordinator) present a lake monitoring program in the community room at the Land O' Lakes Library on Saturday, July 12, at 10:00 a.m. Barb Wilkinson will get this information out to area publications. Jim Reiels will contact the media that have public service announcements.

On-water training will take place on Duck Lake on Aug. 8 (rain date Aug. 9) and on Clearwater Lake on Aug. 15 (rain date Aug. 16). Participation is limited to twenty at each session. Jim and Helen will arrange to have two pontoons and encourage people to attend who would be willing to monitor their lake in the future. Jim and Kathy will take pictures that can be used on the volunteer page on the website.

c. CBCW

Will will go through the association or contact person on various lakes to set up training sessions for CBCW.

Moon Lake – Tom Wheeler

The Cisco Chain – Kully Rohlen

Dinner Lake – Will Buergey

Allen Lake – Bill Rehling

Marion Lake – David Gunderson

Duck Lake – Jane Cascarano

Helen will arrange a contact person for Beaton's Lake. Delores has done some training for people from Marion Lake and Allen Lake. She will send her schedule to the contact people so the volunteers can be scheduled for other times.

d. Grants Received

Grant monies received from the National Fish and Wildlife Foundation can be applied to purchases made from January 2008 – June 2009 so the printer, license plates, placemats, aqua scopes etc. can come out of that fund. Anything purchased with Boat U.S. grant money must have their logo on it.

e. Brainstorming Future Ideas

The following members agreed to investigate these items for future consideration:

- Key Chain for CBCW packets - Dean
- Pamphlet about ISCCW - Diana
- Bookmarks - Jim and Kathy
- Laminated card about Invasive Species - Barb, Helen, Jim R.

f. Other

- Jim Reiels commented on the need for an historian to record everything the ISCCW is doing. He will bring this up at the next ISCCW Board meeting.
- Members were reminded about the CWPMA annual meeting at the Watersmeet Town Hall on June 4 at 9:00. Information about using weevils to control EWM will be presented.

The next meeting of this committee will be held when necessary.

Respectfully submitted,
Kathy Floriano
Secretary