



ISCCW Education / Public Relations Committee

Minutes from Nov. 1, 2007 Meeting

Members Present: Jim and Kathy Floriano, Helen Hayhurst, Diana Mehlhop, Alan Piel, Jim Reiels

Also Present: Will Buergey

Minutes from Oct. meeting were approved with no additions or corrections.

Old Business

1. Website

The committee reviewed and agreed upon the following:

- The logo, title, and mission statement are now complete.
- Most of the headings are complete. The Volunteer page is under development. Will suggested it might be a good idea to have a separate coordinator or committee for volunteers.
- The AIS lake map is in place.
- Pictures will be added to the boat check section.
- The invasive species pictures are excellent. Al will be adding more detailed information on each one.
- We reviewed and made some changes and additions to the ISCCW news article and the "About Us" article. Kathy recorded changes and will send them to Al.
- We looked at and agreed upon the lake maps.
- We talked about the educational and local links. Al will add Lake Tides to the links and check about cross linking with local websites (Watersmeet, Land O' Lakes, and Vilas County Land and Water).
- Kathy will get legislators' email information to Al to be put on the site, so people can share concerns about AIS with their elected officials.
- Diana will send an updated membership form to Al.
- ISCCW Board and committee minutes can be accessed at www.isccw.org/minutes
- We discussed the need to have one contact person to receive the emails from the website to answer questions or forward the inquiry to the appropriate person(s) or committee. Will is going to check with Chuck Sethness to see if he'd be willing to fill this role.

2. Placemats

Al has received input from Helen, Barb, and Jim R. and will work on a final design to be sent to the printer. Someone involved will work on getting the best price from a printer. (The goal is to have the placemats printed by the first of May so they can be distributed by the opening of fishing season.)

3. Newspaper Fillers

- Helen reported that both the Border Bulletin and the Ironwood Globe will put fillers in their papers at no cost. Helen will get the new logo from Al and committee members are asked to send short message ideas to Helen. Helen agreed to coordinate this public awareness tool.
- Diana added that any articles would be printed free, and she will work on a short

article about the recent mass mailing done by the ISCCW. She will be responsible for notifying the publications about the ISCCW annual meeting so the public is informed at least three weeks prior to the meeting.

4. Business Certificates and Membership Cards

- Al has received input from Diana, Helen, and Jim. R. He will complete the design for the business certificates.
- Diana will print off the individual membership cards and get them to Barb Wilkinson who will write the names in calligraphy. Barb will then get the membership cards to Will so he can include them in the “Thank You” letters.

New Business

1. The committee was made aware that we are partnered with the Western Upper Peninsula Cooperative Weed Management Area (WUPCWMA).

Although most of our attention is now devoted to aquatic invasive species, we will also need to be concerned about terrestrial invasive species in the future.

2. Projected Budget for 2008

Website	\$100
Placemats (5000)	\$800
CBCW Kits (10)	\$350
Laser Printer / Ink	\$500
Barb G. On-water Training (2 sessions)	\$115
Aqua Scopes (3)	<u>\$200</u>
TOTAL	\$2,065

3. Jim and Kathy will work on getting a contact person(s) from each interested lake who can coordinate the CBCW program and lake survey efforts.

The next meeting of this committee will be on **Monday Feb. 4 at 9:00** at Floriano’s.

THANK YOU to everyone who shared their time and talents to accomplish all these things.

Respectfully submitted,

Kathy Floriano
Secretary