



ISCCW Education / Public Relations Committee

Minutes from August 2, 2010 Meeting

Members present: Will Buergey, Diana Mehlhop, Bill Rehling, Bob Turnquist, Barb Wilkinson
Members not present: Dean Challed, Helen Hayhurst, Jim Okraszewski, Jim Reiels, Delores Sewell

Bill opened the meeting at 9:10 a.m. He asked for approval of the minutes from the previous meeting. Motion to approve by Bob; second by Will; motion carried.

Old Business

- a. Road/Boat landing signs (three 2' x 4' Stop Aquatic Hitchhiker signs)
The third sign found a home on the new boat washer.
- b. Fish Measuring Tape
A discussion was held about Helen's prototype of the fish measuring tape. The following modifications were suggested:
 - Add a phone number (Bob will look into getting a phone number/service for ISCCW. Bill Rehling volunteered to monitor the phone line).
 - Correct the PO # for ISCCW (should be PO Box 725 ... not 724)
 - Eliminate cost of membership information
 - Eliminate Lake Monitoring/Fundraising/Education information
 - Maybe go 1/2" wider to provide more white space
 - Maybe simplify somewhatBob will talk to Alan Piel and ask him to start the artwork.
- c. PR in area publications
Diana submitted the "Bring Your Weeds" ad to Border Bulletin, Daily Globe, Iron County Reporter and Ottawa Shopper at the end of June. To date, no one was sure they saw it in print. Barb asked if we wanted to run the free ad in the Land O' Lakes Chamber brochure again. She volunteered to pursue the free advertising.
- d. Radio ad on WXPR (91.7)
Barb submitted an ad to advertise the upcoming Annual Meeting.
- e. Website updates
Diana reported a couple news articles, meeting minutes and the 2010 operating plan and budget were posted on the website.
- f. Coloring Contest
Diana reported for Delores Sewell. Delores would like to ask the Land O' Lakes Fish & Game Club to help judge the coloring contest entries. Diana will send an e-mail to the F&G Board to see if this could take place at their September meeting.

g. Tour of infested lakes

Bill looked at Bass Lake and the EWM is not very evident at this time. Committee discussed the merits of taking people to the lake after our annual meeting if there was little to see. The tour may or may not be a go depending on conditions the morning of the annual meeting.

New Business

a. Delores Sewell resignation

Diana reported that Delores Sewell will finish out this year as Lead Educator but chooses not to return next year. She is also resigning from the Education/PR Committee.

b. New initiatives

Bob feels the focus of this committee should change to concentrate on helping people identify invasive species. Between now and the next meeting, we all need to think about ways to accomplish that.

c. Next meeting date

The next meeting will be held prior to the next Board meeting on October 19, 2010, at 8:00 a.m. at Ranger District Headquarters in Watersmeet at the corner of US 2 and US 45 (behind the Ottawa Visitor Center).

Motion to adjourn by Will; second by Bob; motion carried.

Respectfully submitted,
Diana Mehlhop
10:32 a.m.