



ISCCW Education / Public Relations Committee

Minutes from October 10, 2011 Meeting

Members Present: Will Buergey, Helen Hayhurst, Margie Marrs, , Jeff Pytlarz,
Bill Rehling, Bob Turnquist,
Members Not Present: Dean Challed, Fred Duerkop, Kathy Peterson, Jim
Reiels,

Bill brought the meeting to order at 9:05 AM

Motion to approve minutes from Sept 12, 2011 Meeting by Will Buergey, seconded by Helen Hayhurst, unanimously approved by committee.

Bob stated that the Secretary position and the PR Coordinator positions were open and solicited volunteers to no avail. Later that Day Margie Marrs volunteered for the secretary position. Bob accepted her offer subject to approval from the board at the next meeting.

The pages on the following chart define next year's projects and costs as determined in this meeting.

Next meeting scheduled for January 9, 2012.

Motion to adjourn by Jeff Pytlarz, seconded by Bill Rehling, unanimously approved by committee. Adjournment at 10:50 AM.

Respectfully submitted,
Bob Turnquist
Margie Marrs

Budget and Projects/Tasks for Ed/Pr for 2012

ED/PR Project/Task and Details 2012	Do in 2012? Yes/No	Person(s) Responsible	Cost
Fish Ruler Bill will co-ordinate building 4 more donation boxes for a total of 10. Bob to help Bill build boxes. Helen to donate Plexiglas.	Yes	Bill Rehling	\$40
Bookmarks and Placemats. We have plenty of stock. Helen will take placemats to Sunrise, assuming they want them. Helen will also co-ordinate distribution of bookmarks including handing them out at July 4 th parades, and to the Ottawa Visitor Center and LOL Library	Yes	Helen Hayhurst	\$0
Radio Spots Radio station should have saved the spots so we can use them again	Yes	Helen Hayhurst	\$0
Website. Alan Piel continues to be Webmaster but does no editing. Barb will edit all materials and forward to Alan.	Yes	Barb Wilkenson	\$0
July 4th Parades in LOL & Watersmeet. Educator will co-ordinate . Margie Maars will purchase candy for the parades	Yes	Educator	\$60
News Articles. Jim Reiels agreed to be author. <u>Someone on the committee is required for the task of submitting the news articles.</u>	Yes	???	
Brochure with insert for which lakes are infested	Yes	Margie Maars	\$100
Key Float with insert for Identifying Aquatic Invasive Species	Yes	Fred Duerkop	\$50
Clean Boats Clean Waters For Chain and Lac Vieux Desert	Yes	Will Buergey	
On Water Training with 2 Trainers/boat. Provide at least one session on Fish Hawk for Curly Pondweed. Consider asking Ian Shackelford and Bob Evans to assist with training.	Yes	Bob Turnquist	\$0 Biologist's job description includes training
Big Format Handouts for EWM and Curly Pondweed. Used in On Water Training and by the Biologists and the Educator	Yes	Bob Turnquist	\$150

ED/PR LProject/Task and Details 2012	Do in 2012? Yes/No	Person(s) Responsible	Cost
Educational Video. Jeff and family will begin production in Spring of 2012	Yes	Jeff Pytlarz	\$0
Schedule Special Events for the Educator. This includes Lake association meetings and other opportunities. We hope that we can have Diana Mehlhop do this or help one of us do this.	Yes	Diana Mehlhop and ?	\$0
Handouts for Boat Washer Operators. We hope Dean Challed will get the materials from Wisconsin like he has done in the past. We have lots of materials available in the office.	Yes	Educator	\$0
Fish ID Card	Yes	Educator and Boat Washer Crew	\$0
License Plates Educator to distribute at Lake Meetings	Yes	Educator	\$0
Stickers which indicate that the Boat Owner has discussed EWM with the Boat Washers or Educator	Yes	Educator and Boat Washer Crew	\$0
Publicize successful approaches used to address Aquatic Invasive Species on area lakes	Yes	Educator	\$0
Ask people to identify EWM on page with 3 photos	No		\$0
Flip cards for Buletin Boards that ask onlookers to identify invasive species	No		\$0
Coloring Contest	No		\$0
Bring Your Weeds ad. Last years ad/article was not effective.	No		\$0
Total Cost for 2012			\$400