



ISCCW Education / Public Relations Committee

Minutes from February 8, 2010 Meeting

Members present: Will Buergey, Diana Mehlhop, Jim Okraszewski, Bill Rehling, Bob Turnquist, Barb Wilkinson

Members not present: Dean Challed, Helen Hayhurst, Jim Reiels, Delores Sewell

Bill opened the meeting at 9:07 a.m. He asked for approval of the minutes from the previous meeting. Motion to approve by Jim O.; second by Barb; motion carried.

Old Business

- a. Road/Boat landing signs (three 2'x4' Stop Aquatic Hitchhiker signs)
In Helen's absence, Diana gave Helen's report. Helen reports the signs have not yet been ordered. Helen needs to ask Alan Piel to send the logo art to Rick at Copy Cat Printing. Jim O. reported that Bent's Camp was eliminated as a possible location for the third sign. We need to come up with an alternate location. Will thought it might be a good idea to attach the sign to the boat washer.
- b. Review 2010 project ideas
 - i. Fish ID cards – Diana reported this project is complete. Grass Lake Images printed 10,000 for \$745.50. The educators will use them as handouts at the boat landings in 2010.
 - ii. Coasters – In Helen's absence, Diana gave Helen's report. Helen reports that Cisco Lake Resort did not want coasters or napkins. They thought match books might be a good idea. Committee members felt match books were not a good idea due to the upcoming smoking ban in Michigan.
 - iii. T-shirts and hats for the educators – Barb received a quote from Bill Stout for t-shirts and hats. T-shirts were \$9.50 for 1-color printing on front and back. Hats were \$12 - \$15. A motion was made by Barb to increase the budget for t-shirts and hats from \$150 to "not more than \$400" so she can order 25 t-shirts and 6 hats. Bob seconded. Motion carried. Barb will get input from Delores prior to placing the order.
 - iv. Status of new material for educators – No report due to Dean's absence.
- c. Articles
 - i. Article about Coloring Contest – Barb will start work on an article featuring the winners of the Coloring Contest
 - ii. Article about Website – Jim Reiels completed an article about website usage. Barb will distribute it to area publications.
 - iii. LOL Brochure – Barb worked with the LOL Chamber of Commerce and got a ½ page color ad (with photos) published in the Chamber magazine.
 - iv. Article about 2009 Accomplishments – Diana is working on an article featuring ISCCW accomplishments in 2009.

- d. Website updates – Diana reported that multiple updates were applied to the website. Alan Piel added a Photo Gallery and also posted the winning pictures from the Coloring Contest. Multiple news articles were added as well.

New Business

- a. Ideas on how to spend \$2000 from Ian Shackelford (Forest Service) – Several ideas were discussed. Bob will present them to Ian so he can pick and choose. Actual dollars spent were included where possible:
- (3) 2' x 4' Stop Aquatic Hitchhiker Signs (designed but not yet purchased; \$500 budgeted in 2009)
 - Fish ID cards (10,000 for \$745.50 in 2009)
 - EWM ID cards
 - CBCW License Plates (150 for \$235.33 in 2008; an additional 200 were purchased in 2009 for around \$300)
 - ISCCW Placemats (21,500 for \$1257.65 in April, 2008; an additional 30,000 were purchased for \$1485 in November, 2008)
 - Adhesive Fish Measuring Tape (not yet designed; received one quote for a 3" x 36" vinyl tape (1 color); 1000 for \$1067.40; still waiting for second quote)
 - ISCCW Bookmarks (15,000 for \$600 in 2009)
 - Fabric grocery bags
 - T-shirts (25) and hats (6) for our educators (\$400 budgeted in 2010)
- b. Ideas for PR
- i. Bill suggested we provide a bus tour of infested lakes (like Bass Lake or Sand Lake) to highlight what can happen if EWM gets out of control. There was some discussion about doing this after our annual meeting to encourage attendance.
 - ii. Diana talked with Amy Linnett from WRJO about public service announcements. We can record multiple 20 second spots featuring a reminder on how to stop the spread of invasive species. They are free and could run all summer.
 - iii. Jim O. suggested we contact Buck LeVasseur from WLUC TV6 out of Marquette to do a show on invasive species.
 - iv. Diana brought in a newspaper ad featuring an idea used in Arbor Vitae. Residents were encouraged to bring in samples of weeds (both aquatic and terrestrial) at a predetermined time and location in exchange for help in identification and control measures.

Everyone was encouraged to think about these ideas and be ready to discuss their merits at the next meeting.

- c. Other
Since Ian Shackelford has money available for boat landing signs, Bill Rehling expressed a desire to get one at Allen Lake.
- d. Next meeting date
April 5, 2010 at 9:00 a.m. at yellow building next to the fire station in Watersmeet.

Respectfully submitted,
Diana Mehlhop
10:42 a.m.