



## ISCCW Education / Public Relations Committee

### Minutes from Feb. 4, 2008 Meeting

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

Also Present: Will Buergey

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

#### Old Business

a. Website

Diana, Kathy, and Jim F. will look for detailed information to put under the six invasive species pictures on the web page and get that info to Al.

b. Placemats

Helen, Barb, and Jim R. gave suggestions to Al for the final design after looking at several examples he had printed. Al will complete the design and have it camera-ready to send or be taken to a printer. Helen will contact printers to see where we can get the best deal. We have budgeted \$1,500 for the placemats (following Board approval). Barb and Helen will deliver the placemats to the businesses that said they would use them. The goal is to have them in place in early May when the fishing seasons open.

c. Newspaper Items

- Fillers Helen has six different headlines to be used for the fillers. She will use the Clean Boats - Clean Waters logo as well as the Lakeguards logo. The Border Bulletin will start running them when they have space. Helen will also contact the Ottawa Shopper to see if they would use the fillers.

- Articles Barb Wilkinson will periodically write short articles for the Border Bulletin to keep the public informed about various aspects of the ISCCW and issues related to invasive species. It was suggested that the first one pertain to our website. These articles would also be posted on the website.

d. Labels for Bait Containers

Will plans to distribute labels to the Watersmeet bait shop when they reopen in the spring. Jim F. will talk to Dean about distributing the rest of them.