



## ISCCW Education / Public Relations Committee

### Minutes from April 7, 2008 Meeting

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

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

#### Old Business

a. Website

Al continues to post updates on the website with current articles and pertinent information. We are appreciative that Bob Evans from the Forest Service and Will Buergey keep an eye out for informative articles.

b. Placemats

The placemats are completed. The final cost for 21,500 placemats was \$1,257.65. Helen and Barb will distribute them to the businesses in May.

c. Fillers

Helen will remind the Border Bulletin to start running the CBCW fillers when they have space.

d. Bait Container Labels

Will and Dean will distribute.

e. Articles

Barb Wilkinson submitted a short article about the ISCCW website to six area publications. Ideas brainstormed for future articles included: grant information (if received), training sessions for CBCW with Will Buergey (including the pressure washer), training sessions to survey the lakes with Barb Gajewski. It was suggested that we try to get an article published monthly over the summer, and that sometimes an accompanying picture might be appropriate. To make it easier, future articles will be edited by Will, Diana, and Kathy, rather than the whole committee.

f. License Plates

Jim and Kathy will take care of ordering the CBCW license plates.

g. Aqua Scopes

Jim and Kathy will get input from Barb Gajewski before ordering the scopes.

h. Laminator

We will try to wait for the ISCCW to receive tax-exempt status before purchasing the laminator. Jim and Kathy will check into bulk prices for laminating material.

i. Laser Printer

The laser printer was purchased on sale for \$263.72. It will be set up at Will's house for now.

- j. CBCW Kits  
Will Buergey will take care of ordering necessary kits and supplies for the CBCW program. (\$500 was budgeted)

## **New Business**

- a. ISCCW Poster  
Al brought a draft of the poster which can be used at conferences, meetings, etc. The final design was agreed upon. Al will work with Michelle Holland from the Forest Service to get the poster printed. He will mount the poster on white board and the completed poster will be ready for Arny Domanus to take to a conference. Al will put the poster on the website under "About Us". Kathy will write a short intro for it.
- b. Business Cards  
Diana designed several layout possibilities for an ISCCW business card. The committee agreed on a final design. Diana will complete that and get it to Al, who will print off 100 cards for Arny to take to the conference. In the future, cards will be printed on the ISCCW's printer. Jim and Kathy will look into costs of bulk business card stock.
- c. Pressure Washer for Parades  
Committee members were asked to think about possible ideas for ISCCW exposure in the July 4<sup>th</sup> parades. This will be discussed at the June meeting.
- d. On-Water Training  
Jim and Kathy will communicate with Barb Gajewski to set up a training session on Duck Lake. They will contact Dean Challed to organize a training session on the Cisco Chain. A third training session may also be held on Duck Lake.
- e. CBCW Training  
Will Buergey will coordinate the training on area lakes.
- f. Brainstorming Future Ideas  
Committee members present liked the following ideas:
- adhesive ruler for boats
  - bookmarks
  - laminated information card
- They also came up with other ideas:
- cloth shopping bags
  - posters for bait shops
  - informational pamphlets
  - public service announcements on the radio

The next meeting of this committee will be **Monday, June 2<sup>nd</sup>, 9:00** at Floriano's. Don't forget the ISCCW annual meeting on June 17<sup>th</sup>.

Respectfully submitted,  
Kathy Floriano  
Secretary