



## ISCCW Education / Public Relations Committee

### Minutes from June 1, 2009 Meeting

Members Present: Will Buergey, Dean Challed, Jim and Kathy Floriano, Diana Mehlhop, Jim Reiels, Delores Sewell, Barb Wilkinson

#### Old Business

##### a. Projects in place

###### 1. Placemats

Helen and Barb are distributing them and will mention donations are welcome.

###### 2. Brochures

Brochures are now in 32 locations around the area.

###### 3. AIS signs at boat landings

Six signs were installed on May 28<sup>th</sup> at the following landings:

Duck Lake, Bass Lake, Lac Vieux Desert, and three on the Cisco Chain

###### 4. CBCW signs for volunteers

Will reported four of these signs should be done this week.

###### 5. Free boat wash signs

Will reported two of these signs should be done this week.

###### 6. Bait container labels

Dean has distributed labels to Wilderness Bay Resort, Tackle Box, Aurora Borealis Outfitters and the bait shop in Watersmeet. It was suggested he also take some to Bent's Camp Bait Shop and the BP station on Hwy. 45.

###### 7. Bookmarks

The bookmarks have been delivered to both the Watersmeet school library and the Land O' Lakes library. Delores is distributing them with her information packets at boat landings and at group presentations. She will also take some to the Ottawa Visitor's Center. We have heard lots of positive response to this project.

##### b. Reminder about available items

Jim reminded committee members that the following items are available for everyone's use and are located in the ISCCW office. Contact Will or Diana for a key.

- business cards
- brochures
- ISCCW poster with tripod
- bookmarks
- 1 aqua scope (3 more at Floriano's)

##### c. License Plates

The printing company that previously filled our orders has gone out of business. Kathy has gotten quotes from a company in Iron Mountain and is waiting to hear from Grass Lake Images. She will also check with Nicolet Signs in Iron River. Jim R. mentioned a possible printer in Wausau and Diana mentioned the printer in Wisconsin Rapids that did the brochures. Kathy will send Jim and Diana the PDF file that Al Piel created for the plate. After more information is gathered the committee will determine if the increase in printing costs warrants ordering more plates. Meanwhile, Jim F. will ask Joe LoMastro about purchasing at cost the plates Duck Lake has left from its original order.

#### d. Road Signs

The Gogebic Road Commission wanted more information about the need for the three “Stop Aquatic Hitchhikers” road signs. Helen will communicate with Roy d’Antonio before their next meeting about the need to remind and educate people about the importance of checking their watercraft for weeds. The sign near Langford Lake may present a problem if it’s located on a Forest Service road. The UPPCO grant stipulates that some of the monies be spent on signage for Langford Lake, so Will agreed to contact Norman Nass at the Forest Service about that situation. Helen has located a possible printer at Copycat Printing in Woodruff, but will wait until permission is received from the road commission.

#### e. Website (Terrestrials)

Jim reminded everyone of the workshop on terrestrial invasives to be held at the Ottawa Visitor’s Center on June 9<sup>th</sup> at 8:30 a.m. Barb will attend and write a follow-up article about it for area publications. She will find out more about which invasives are in Watersmeet Township and then pursue getting educational information for our website. The goal is to have pictures and descriptions of those invasive terrestrials.

### **New Business**

#### a. Coloring Contest

Delores will pursue her idea of a contest for children. Delores will format the rules and work out the details. The ISCCW printer can be used for this project. It was decided to have three categories with a \$25 prize for each.

1. Coloring Contest for children through 6 years of age. Delores has an idea for the picture and will ask Helen to draw the master.
2. Drawing contest for children ages 7 – 10. Delores will determine which sentence to use for the theme i.e. Stop Aquatic Hitchhikers or Stop Invasive Species.
3. Essay contest for children ages 11-14.

#### b. Article Ideas

If any committee member writes an article, it should be run by the editing committee (Barb, Diana, Kathy, Will) before Barb sends it to area publications.

The following topic ideas were suggested to Barb.

- coverage of the terrestrial invasive workshop
- informative articles about curly-leaf pondweed and Eurasian water milfoil
- article covering the on-water training sessions

Diana agreed to take a photo of Will by one of the new boat landing signs and write a short article to go with it. After the editing committee gives the ok she’ll send it to Barb for distribution to area publications.

#### c. On-water Training Sessions

Barb Gajewski (with the help of Jim and Kathy) will conduct two training sessions in early August. They will be held on Duck Lake so participants can see Eurasian water milfoil in the lake and learn to distinguish it from northern milfoil. One of the sessions will focus primarily on how to survey from a canoe or kayak.

#### d. June 20 - ATV pig roast at Polaris dealership

Delores will contact Russ Diethert at the Polaris dealership about setting up her informative display at the pavilion during this time. She will try to get information on terrestrial invasives to share with the riders. Dean will also look into getting information on terrestrial invasives from his source.

e. July 4 - Community Pavilion

Delores agreed to set up her display for people to see during the 4<sup>th</sup> festivities.

f. Windshield card for boat landing volunteers

Diana agreed to design a card to be used by CBCW volunteers that can be left under the wiper of vehicles at the boat landings. This project is meant to reach boaters that are already on the lake when the volunteer arrives at the landing and are still on the lake when the volunteer leaves.

g. Information in Land O' Lakes Chamber of Commerce Directory

Jim Reiels agreed to contact Sandy at the Chamber to inquire about the possibility of getting space for an invasive species reminder in their 2010 directory.

h. Annual meeting notice

Barb will be responsible for notifying the public through area publications of the ISCCW annual meeting to be held at the Watersmeet Pavilion on Saturday, August 1 at 4:00. This notice must be given 10 - 45 days prior to the meeting.

i. Other

- Dean informed the committee that he has access to identification cards for curly-leaf pondweed and Eurasian water milfoil.

- Will is going to contact the owner of Nordines Grocery about the possibility of jointly purchasing green bags with Nordines' information on one side and Watersmeet Lakequard information on the other. These could be sold at cost to the public.

The next meeting will be held on an as-needed basis.

Respectfully submitted,  
Kathy Floriano  
Secretary