

ISCCW Education / Public Relations Committee

Minutes from Sept. 6, 2007 Meeting

Members Present: Dean Challed, Jim and Kathy Floriano, Helen Hayhurst, Alan Piel, Jim Reiels, Delores Sewell, Barb Wilkinson

Also Present: Will Buergey

1. Committee Structure

After discussing how our committee should be organized, it was agreed that Jim Floriano will be chairman. He will set an agenda, run the meetings, and be the liaison to the ISCCW Board. Kathy Floriano will be the secretary. Other members of the committee will take responsibility for projects that the committee may undertake, feeling free to call upon people outside our committee to help.

2. Website

Alan Piel will be responsible for setting up a website for the ISCCW. There was much discussion about possible things to be included on the site. Members were asked to check out Vilas County's site for possible ideas: www.vilaslandandwater.org

Alan suggested having a catchy domain name rather than ISCCW. Members should think about that before the next meeting.

Florianos will contact Diana Mehlhop to send her membership Word documents to Alan.

Will Buergey will be sure that Al receives any updated information that would be pertinent to the website.

Alan will start working on the website and let committee members know when they can start checking it out. If possible, he will give a report on the status of the website at the next ISCCW meeting on Sept. 18 at 1:00.

3. Education / Public Relations Ideas

Will stated that our committee has a \$700 budget to work with, and it may be possible to transfer available monies from other ISCCW budget areas to fund committee projects. The ISCCW has a checking account to pay for projects our committee undertakes.

Will shared an example of a placemat used by Vilas County and it was agreed that this would be a great idea for our committee to pursue. Helen and Barb will check with local restaurants to see if they would use these placemats so we would have an idea of how many to order. The printer is County Print Shop out of Spooner, WI. The contact person is John at 715-635-8147. The printer has stated it would not be hard to tweak the placemat design to make it more appropriate for Watersmeet Township. We will decide how many placemats to order after getting more input from Helen and Barb.

Will is planning to contact local businesses about the ISCCW and will suggest the possibility that they could underwrite some of their costs, i.e. placemats.

There was a brief discussion of labels for bait containers. Dean has a way to get labels through the state of Wisconsin so he will order some. Will stated that in the future the ISCCW may be able to purchase their own printer and labels and do things 'in house'.

Will stated that over the winter he would like to concentrate on getting the lake associations organized in training property owners for Clean Boats, Clean Waters. This would enable more boat landings to be monitored next year. He also said that the Forest Service is willing to get involved in a "Clean Sweep" project around area lakes, similar to the one conducted in Vilas County this year.

Delores stressed the importance of training the boat landing volunteers to be friendly and helpful and to keep them

updated in regard to which invasives are in the lakes and where they're located. She also felt it would be effective to reach out to young people in the schools. Barb Wilkinson will contact Stefan Anderson to see if this is a project that the Conserve School students might like to pursue as part of their community service requirement.

The next meeting of this committee will be on Thursday, Oct. 4 at 8:00 at Floriano's.

Respectfully submitted,
Kathy Floriano
Secretary