

ISCCW Education / Public Relations Committee

Minutes from Oct. 4, 2007 Meeting

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

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

Old Business

1. Barb Wilkinson agreed to do editing and write articles, etc. when needed.
2. Website

After much discussion about the ISCCW website, the following decisions were made:

- People will also be able to access the web site by using www.lakeguards.org.
- We will use the logo of the hands holding the lake and perhaps use Helen's graphic design some other way in the future.
- Jim R. suggested having more realistic trees in the logo, and he will send a drawing to Al so that can be done.
- Al will experiment with the ISCCW and Lakeguards lettering around the logo.
- Watersmeet Lakeguards will be put at the top of the home page.
- Dean will send a copy of the actual ISCCW mission statement to Al.
- Barb will send Al an edited copy of the news article.
- It was felt that the lake map was too technical. Delores said she had a map which might work well and she will get that to Al. The Forest Service also said they would help with more appropriate maps when they have more time during the winter.
- The boat check graphic was good.
- Everyone felt it was important to have pictures of the invasive species as well as some information about them. Al will use a handout that Jim F. had from Minnesota.
- Kathy will contact Diana Mehlhop about incorporating the term Watersmeet Lakeguards and possibly the logo on the membership forms.
- Barb will contact Barb Gajewski (skih20@hotmail.com 715-617-4688) to get up-to-date information on the lakes that were treated along with cost information to write an article for the web page.
- Al said it would be possible for each lake to have a password or code to access pertinent information. This might include their newsletters, treatment information, etc.
- The committee did not agree on whether to post information on the web page about which invasive species were in specific lakes. Jim F. will bring this up at the next ISCCW meeting to get input from the Board of Directors.
- Minutes from the ISCCW meetings will not be put on the web page, but will be accessible through a specific web address. Will Buergey will be responsible for getting an approved copy of the minutes to Al.
- Al asked committee members to spend some time looking for outside sites that would be good as links and get that information to him.
- After Al makes changes to the logo and other items on the web page he'll notify committee members so they can give feedback prior to the next meeting.

3. Placemats

Helen and Barb reported that almost all of the area businesses that serve food were willing to use the placemats. They are still checking on a few. Jim R. had worked up a new design that everyone liked. He will meet with Helen and Barb to finalize that design and then Al will try to make a final copy that the printer could use. At the

present time the committee felt it would be most economical to order 5,000. The estimated cost of \$605 dollars could change because of the new design.

4. Bait Bucket Labels

Dean has received 1,000 free labels. 500 were given to Will to distribute.

New Business

1. Jim F. shared a letter from Ted Ritter (Vilas County AIS coordinator) who did not recommend putting weed buckets at boat landings, but did speak highly of placemats and bait bucket labels. He also suggested ideas that we might use in the future such as printing information on plastic grocery bags and bookmarks.
2. Delores suggested that next spring we need to update or change the handouts that are given out by the Clean Boats – Clean Waters people.
3. The committee discussed the membership certificates to be given to businesses. They also agreed that it would be good P.R. to send individuals a membership card along with the thank you letter. Helen had worked on making the lettering on the certificates more graphic, and she will communicate with Diana to work on a final copy for the business certificate and the individual cards. They will work with Al to incorporate the logo. Jim R. suggested placing the logo off to one side, rather than centering it, and Barb suggested making the business name more prominent.
4. Helen will contact the Border Bulletin and the Iron County Globe about using small ‘Clean Boats – Clean Waters’ messages as fillers. This is done in the Vilas County News.

The next meeting of this committee will be on Thursday, Nov. 1 at 8:00 at Floriano’s.

THANK YOU to everyone who shared their time and talents to accomplish all these things.

Respectfully submitted,
Kathy Floriano
Secretary