



## ISCCW Education / Public Relations Committee

### Minutes from Nov. 3, 2008 Meeting

Members Present: Will Buergey, Jim and Kathy Floriano, Helen Hayhurst, Diana Mehlhop, Barb Wilkinson

#### Old Business

a. Updated Website

- The "About Us" page, including the "History" information has been updated.
- A volunteer page has been added.
- Articles that are no longer pertinent have been deleted.
- Kathy will send Al the following articles to post on the website:
  - ? Barb's article about Delores
  - ? the article about the on-water monitoring workshops
  - ? Arny Domanus's article about the boat washer
- Al will post new article information when his server problem has been solved.

b. Placemats

30,000 placemats have been printed at a cost of \$1,485. 5,000 were distributed this fall and the remainder will be stored at Floriano's until the 2009 boating season begins.

c. ISCCW Poster

The poster has been mounted and framed at a cost of \$50. It will be stored at Floriano's.

d. Article Ideas

Barb will write an article for area publications which summarizes the accomplishments of the ISCCW during 2008. During the winter she will write an article about things the ISCCW is busy working on even though the lakes are frozen over.

e. Final Budget

? Bookmarks (1,000)	\$600
? ISCCW Brochure (10,000)	\$1,100
? CBCW License Plates (250)	\$300
? Printer Supplies	\$300
? On-water Training Sessions	\$200
? Signs for Roadways	\$500
? CBCW Signs (6)	\$300
? FREE BOAT WASH Signs (2)	\$100
? Prize for Coloring Contest	<u>\$100</u>
	\$3,500

f. Other

- The "Coasters" project was put on hold as an idea for the future when more funds are available.
- Delores will be in charge of the coloring contest to be held next summer.
- Delores will research the costs of new display equipment. That expense could perhaps be built into next year's grant proposals.

## **New Business**

a. Brochure

Diana designed the brochure and sent Al the necessary information. He put it into PDF format and made it camera ready. Diana obtained price quotes from Hahn printing. Will is going to get pricing information from Quality Plus Printing so we can compare quotes and get the best price. The committee discussed making a few minor changes to the brochure and Diana will forward that information to Al.

b. Roadway Signage

Helen volunteered to get pricing information for 3 "STOP AQUATIC HITCHHIKERS" signs to be placed in prominent spots in Watersmeet Township. The sign will incorporate the nationally recognized picture and format. "Watersmeet Lakequards" and the logos from the ISCCW, the Forest Service, and Michigan Sea Grant will be added. Helen will check with Ken Wendt about the possibility of having the township or county crews install the signs. Barb volunteered to assist Helen if she needs help.

c. CBCW Signs

Will is going to make arrangements to have six CBCW signs printed for the volunteers on duty at the boat landings, as well as two FREE BOAT WASH signs.

The next meeting of this committee will be at **9:00 on Monday, Feb. 2, 2009** at Floriano's.

Respectfully submitted,  
Kathy Floriano  
Secretary