



ISCCW Education / Public Relations Committee

Minutes from October 5, 2009 Meeting

Members present: Will Buergey, Dean Challed, Diana Mehlhop, Jim Okraszewski, Bill Rehling, Jim Reiels

Members not present: Helen Hayhurst, Delores Sewell, Barb Wilkinson

Bill Rehling opened the meeting and gave a status report from Barb Wilkinson. He also expressed his feelings of why he can not be the chair of the committee. Since no one in the room expressed a desire to fill that role, it was decided that we would address that problem at a later time. Will agreed to lead the meeting using an agenda provided by the outgoing Committee Chair and Diana agreed to take the minutes.

Old Business

- a. Approval of minutes from the July 27, 2009 meeting.
Motion to approve by Dean; second by Bill; motion carried.
- b. Road/Boat landing signs (2x4 Stop Aquatic Hitchhiker signs)
The 2009 Budget contains \$500 for 3 Stop Aquatic Hitchhiker signs. The DNR approved one at the Duck Lake Boat Landing. Jim Okraszewski will pursue putting a sign at Bent's Camp. He will contact Helen Hayhurst to get more information. Will Buergey will pursue putting a sign somewhere near Dinner Lake.
- c. Review On-Water Monitoring Sessions
All comments were positive and the on-water monitoring sessions were deemed a success. Since Barb Gajewski will not be available to teach next summer, it was decided that we will not pursue this for 2010. But we may want to do this again in 2011.
- d. Review 2010 project ideas
ID cards – Diana Mehlhop presented samples and quotes for an ID card showing invasive species and fish species. The cards will be printed on coated paper stock (the same as the book marks). The educators will use them as handouts at the boat landings in 2010. A motion was made to approve the purchase of the ID cards based on a quote from Dianne Parling of Grass Lake Images in Watersmeet for 10,000 ID cards for \$745.50. The purchase will be made after the next Board meeting on October 22 (to get Board approval) and prior to the end of the year (to avoid a price increase). Motion to approve by Bill; second by Jim; motion carried.
Coasters – This item was deferred to the next meeting due to Helen's absence.
T-shirts and hats for the educators – This item was deferred to the next meeting due to Barb's absence. Will Buergey will talk to Barb about the quote she received for hats and t-shirts.

New placemat order – This item was deferred to the next meeting due to Helen and Barb's absence. Barb said she had a few but nobody knows what our inventory is on this item.

Tattoos – Dean Challed passed out samples of the tattoos to be given to children at the boat landings. He has 200 and will order 500 more. They are free.

Full page ad in the Land O' Lakes Chamber brochure – Jim Reiels will follow up with Barb Wilkinson and Sandy Wait to determine the status of this item.

New Business

a. Articles

Will Buergey will talk to Barb about writing an article about the coloring contest. He wants to scan the winning pictures and have Al Piel put them on the website.

Jim Reiels will write an article about the website (number of hits, what can be found on the website, etc.) at some date in the future.

b. Where to store materials (license plates, bookmarks, placemats, aqua scopes, underwater camera)

Most everything can be stored at the ISCCW office. It might be a good idea to store the underwater camera at Will Buergey's home.

c. Someone to notify Al Piel about ISCCW meeting dates (marquee) for website.

Will Buergey will notify Al Piel about Board meeting dates.

d. Someone to manage "Current Articles" section on website.

Diana will request she be added to the email distribution lists of Ted Ritter, Ian Shackelford and Bob Evans. She will try to keep the website updated. Jim Okraszewski may submit an article about Algae Poisoning and its potential harm to pets.

e. 2010 Budget

Diana will email Delores to determine whether she wants to run a coloring contest next year.

Everyone needs to determine an estimated cost of their projects prior to the next meeting.

f. Committee structure

This item was deferred to the next meeting. Committee members will try to find some new recruits and if possible, a Committee Chair.

g. Next meeting date

November 2, 2009 at 9:00 a.m. at yellow building next to the fire station in Watersmeet. Diana will prepare an agenda and email the meeting notice.

Respectfully submitted,
Diana Mehlhop