



ISCCW Education / Public Relations Committee

Minutes from November 2, 2009 Meeting

Members present: Will Buergey, Helen Hayhurst, Diana Mehlhop, Jim Okraszewski, Bill Rehling, Jim Reiels, Bob Turnquist

Members not present: Dean Challed, Delores Sewell, Barb Wilkinson

Bill Rehling opened the meeting at 9:07 a.m. He asked for approval of the minutes from the previous meeting. Motion to approve by Will Buergey; second by Jim Reiels; motion carried.

Old Business

- a. 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 has not yet talked with Bent's Camp but after receiving pictures from Helen today, he will approach Bent's Camp about posting one there. Will Buergey scouted two potential sites near Dinner Lake. Helen showed a sample of the aluminate material on which the signs will be printed. She's received a quote from Copy Cat Printing in Minocqua for \$180 per sign (\$460 for 3). Copy Cat Printing will not install the signs however. Jim Reiels made a motion to order 3 signs; Will seconded; motion carried.
- b. Review 2010 project ideas
 - i. ID cards – Diana Mehlhop reported she received Board approval at the October 22nd meeting to place the order for the 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. Alan Piel is working on getting it camera ready. When that is complete, it will be sent to Dianne Parling of Grass Lake Images in Watersmeet. The quote for 10,000 ID cards is \$745.50.
 - ii. Coasters – Helen Hayhurst presented some quotes for coasters: \$400 for 1200; \$500 for 2500; \$625 for 5000; plus a \$95 plate charge. After much discussion, it was decided more research needed to be done on this item. Helen and Jim Okraszewski are going to canvas some area bars to see if they would actually use this item. Will Buergey made a motion that we add an item to the budget called "General Educational Materials" and budget \$755 for this item. The budgeted dollars could then be used for coasters or something else. Jim Reiels seconded; motion carried.
 - iii. T-shirts and hats for the educators – Barb Wilkinson was getting quotes for t-shirts and hats for the educators but due to her absence, there was no report. Will Buergey also has a quote. Jim Reiels made a motion that we budget \$150 for t-shirts and hats; Helen Hayhurst seconded; motion carried.

- iv. New placemat order – Helen Hayhurst reported that she had 1 ½ boxes of placemats. There is also a full box in the ISCCW office. It was decided that we did not need to order any more placemats for 2010.
 - v. Tattoos – At a previous meeting Dean Challed reported he had 200 tattoos and would get 500 more.
 - vi. Full page ad in the Land O’ Lakes Chamber brochure – Jim Reiels said Barb Wilkinson said she had taken care of this. He did not know if it would be a full-page ad though.
- c. Determine budget for 2010
The following budget was discussed and will be presented at the next board meeting:

2010 Proposed Budget

| | |
|-------------------------------|---------|
| ID cards (10,000) | \$745 |
| Printer Supplies | 350 |
| General Educational Materials | 755 |
| T-shirts and hats | 150 |
| | ----- |
| | \$2,000 |

- d. Website updates
Diana Mehlhop reported that multiple updates were sent to our webmaster (Alan Piel). Several new articles were added, minutes were posted, updates were applied to the list of directors, committee members and lakes surveyed in 2008 and 2009.
- e. Articles
 - i. Results of coloring contest – No progress. Will Buergey has not yet had a chance to talk to Barb Wilkinson about writing an article about the results of the coloring contest.
 - ii. Website article – No progress. Jim Reiels still plans to write an article about the website.
- f. Committee Structure
Bill Rehling and Bob Turnquist agreed to share the duties of the Chair of the Education/PR Committee. Diana Mehlhop agreed to take the meeting minutes.

New Business

- a. Ideas for new articles?
None presented at this time.
- b. Ideas for new projects?
Committee members reviewed some samples of various handouts. Most liked the three samples of a fishing ruler and thought it might be a good item to be used as a handout at the boat landings in the summer of 2011.

c. Volunteer time sheets

Diana Mehlhop passed out copies of the Volunteer Time Sheets. Everyone should keep track of the time spent doing volunteer activities for the ISCCW. Volunteer hours can be used to fulfill matching fund requirements for the grants. Will Buergey said in the event you are using a boat to monitor your lake, note the size of the boat and horsepower of the motor.

d. New recruits?

A few names were tossed around.

e. Next meeting date

February 1, 2010 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