



ISCCW Education / Public Relations Committee

Minutes from April 26, 2010 Meeting

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

Members not present: Dean Challed, Jim Reiels, Delores Sewell

Bill opened the meeting at 9:04 a.m. He asked for approval of the minutes from the previous meeting. Motion to approve by Jim O.; second by Bob; motion carried.

Old Business

- a. Road/Boat landing signs (three 2' x 4' Stop Aquatic Hitchhiker signs)
Jim O. picked up the three signs from Copy Cat Printing in Minocqua and delivered them to today's meeting. Will took one sign and will install it near Dinner Lake. Bob took a second sign and said he and Jim Floriano will install it near Duck Lake. There is still no home for the third sign. It can possibly be installed on the boat washer or a suggestion was made to ask Chairman Williams if it could possibly be installed on Lac Vieux Desert. Jim O. will bring it to the Board Meeting tomorrow to see if anyone has any other ideas. The signs cost \$460.
- b. Status of T-shirts and hats for educators
Barb Wilkinson showed the 12 hats and 12 T-shirts that were ordered for our educators. The vendor was Juskie Printing and the bill was \$375.
- c. Status of GLRI grant money
Will reported that Ian Shackelford told him that GLRI grant money will pay for the ISCCW boat washing staff this year (\$16,224 for 3 boat washing people for 78 hours/week, \$7,168 for one educator (Delores Sewell) and \$788 for fuel). Since no money was allocated to pay for any ideas submitted by the Education/PR Committee, we decided to review each idea to see if we wanted to pursue them ourselves. We have maybe \$600 in our budget and felt the Committee could request additional funds if warranted.
 - Fish ID cards – Committee feels we have enough for now.
 - EWM ID cards – These are free and we can get more when we need them.
 - CBCW License Plates – Committee feels we have enough for now.
 - ISCCW Placemats – Committee feels we have enough for now.
 - Adhesive Fish Measuring Tape – Committee feels this would be worth pursuing as a give-away item. Suggested size would be 1 ½" x 48". Helen and Barb volunteered to create a design idea. Diana will get some quotes. Alan Piel said he will help with the art-work to get it camera-ready.
 - ISCCW Bookmarks – Committee feels we have enough for now.
 - Fabric grocery bags – Committee feels this idea may have some merit in the future but won't pursue it right now.

d. Articles

Barb wrote and submitted an article about the Coloring Contest which printed in several area newspapers. Committee members thought the Coloring Contest was a good idea and Diana will ask Delores Sewell if she would be willing to run it again. We could use the same picture and run it like last year.

Diana wrote an article to highlight 2009 accomplishments. Barb submitted it to area newspapers but it was never seen in print. The Committee felt it should be submitted again.

e. Website updates

Diana submitted several website updates to Alan Piel for posting on the website which included a video filmed by Ian Shackelford of the EWM infestation on Bass Lake, a list of ISCCW 2009 accomplishments and a couple news articles. Diana asked Committee members to send her any articles they felt would be good to post on the website.

f. Discussion of merits of PR ideas

- Tour of infested lakes – If Bass Lake has lots of EWM this year we may want to take people there after the annual meeting on August 7, 2010 to view the infestation. This was tabled until later.
- WRJO Public Service Announcement on how to stop the spread of invasive species – Committee decided to pursue this idea. Four people volunteered to record four 20 second public service announcements (Diana, Will, Helen and Steve Wilkinson (who was volunteered by his wife)). Diana will make an appointment with Amy Linnett from WRJO to schedule an appointment. The announcements are free and will run all summer. Barb will research whether the same opportunity exists on WXPR out of Rhinelander.
- Contact WLUC TV6 out of Marquette to do a show on invasive species – Jim O. tried to make contact with Buck LeVasseur but he has not returned his phone calls. This idea will be dropped.
- Advertise a location for people to bring samples of weeds (both aquatic and terrestrial) for help in identification and control measures – At the last Board meeting, Randall Wollenhaup from the USFS said the Forest Service could provide this service. He was going to talk to their PR people to work up an ad for publication in area newspapers. To date, no one has seen anything published. We will continue to pursue this idea with the Forest Service.

New Business

a. No new business was presented at this time.

b. Next meeting date

Discussion was held to have our next Ed/PR Committee meeting prior to the regular board meeting to cut down on the number of times we drive to Watersmeet. All were in agreement to have the next meeting on **June 15, 2010 at 8:00 a.m.** at the **NEW** Forest Service Headquarters in Watersmeet at the corner of US 2 and US 45 (behind the Ottawa Visitor Center).

Respectfully submitted,
Diana Mehlhop
10:15 a.m.