



## ISCCW Education / Public Relations Committee

### Minutes from June 15, 2010 Meeting

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

Members not present: Will Buergey, Jim Reiels, Delores Sewell

Bob opened the meeting at 8:10 a.m. He asked for approval of the minutes from the previous meeting. Motion to approve by Jim O.; second by Bill; motion carried.

#### Old Business

- a. Road/Boat landing signs (three 2' x 4' Stop Aquatic Hitchhiker signs)  
Two signs were installed. Jim Floriano installed one at the Duck Lake boat landing and Will Buergey installed one near the Dinner Lake boat landing. The third sign may be installed on the new boat washer or possibly somewhere on Lac Vieux Desert.
- b. Fish Measuring Tape  
Helen designed a prototype of the fish measuring tape. A copy was distributed to all present and the committee will review and discuss modifications at the next meeting.
- c. PR in area publications  
A photo of Kathy Floriano installing the Stop Aquatic Hitchhiker sign at Duck Lake was submitted to area publications. It printed in the Border Bulletin, Vilas County News and Daily Globe. The article to highlight 2009 accomplishments was resubmitted but never seen in print.
- d. Website updates  
Diana reported a couple new articles were posted on the website. She asked committee members to send her additional articles.
- e. Public service announcements  
On May 20<sup>th</sup>, four public service announcements were recorded at WRJO 94.5 in Eagle River by Will Buergey, Steve Wilkinson, Helen Hayhurst and Diana Mehlhop. They will run several times a day through October. The ads are also running on WIKB 99.1 "The Breeze" in Iron River. Barb Wilkinson will research whether WXPB out of Rhinelander will air similar public service announcements.
- f. Coloring Contest  
Delores Sewell agreed to run the coloring contest again this year. It will be handled the same as last year.
- g. Ad to bring in weed samples  
The Committee discussed the merits of running an ad to advertise a location for people to bring samples of weeds (both aquatic and terrestrial) for help in identification and control measures. There was agreement to pursue the idea. First we have to get permission and contact information

from the USFS. If granted, we will try to run the ads in the Border Bulletin and Ottawa Shopper. There may be a cost to run the ads.

h. Tour of infested lakes

Committee decided that if there was any interest after our annual meeting on August 7, 2010, they would offer to take people to Bass Lake to view the infestation of EWM.

**New Business**

a. 4<sup>th</sup> of July Parade

No one on the committee knew if ISCCW would be marching in the 4<sup>th</sup> of July Parade. This question will be brought up at the Board Meeting.

b. Next meeting date

The next meeting will be held on August 2, 2010, at 9:00 a.m. at USFS Headquarters in Watersmeet at the corner of US 2 and US 45 (behind the Ottawa Visitor Center).

Motion to adjourn by Jim O.; second by Barb; motion carried.

Respectfully submitted,  
Diana Mehlhop  
8:50 a.m.