



ISCCW Education / Public Relations Committee

Minutes from October 19, 2010 Meeting

Members present: Will Buergey, Diana Mehlhop, Bill Rehling, Bob Turnquist, Barb Wilkinson
Members not present: Dean Challed, Helen Hayhurst, Jim Okraszewski, Jim Reiels

Bob opened the meeting at 8:09 a.m. He asked for approval of the minutes from the previous meeting. Motion to approve by Diana; second by Bill; motion carried.

Old Business

a. Fish Measuring Tape

Bob Turnquist brought samples of the fish measuring tape. Alan Piel created the camera ready PDF file. Consensus was that it looked really nice. Some small modifications were discussed. Two quotes were received to date. An old quote from Hahn Printing came in at \$1395 for 500 (\$2.79 each) and \$2275 for 1000 (\$2.27 each). A recent quote from Grass Lake Images came in at \$1340 for 500 (\$2.68 each) and \$2290 for 1000 (\$2.29 each). Committee felt these were too expensive to be used as a give-away but thought maybe they could be sold or possibly given away in exchange for a donation. Diana will continue to pursue additional quotes. A motion was made by Bob to buy 500 and try to get donations to cover costs; second by Barb; motion carried.

b. Placemats

It was noted that we were down to one box of placemats and that maybe we should think about reordering for 2011. There was some discussion about redesigning the placemats to incorporate bigger pictures of invasive species so that it was more educational. Sunrise Lodge uses the most placemats and Barb will try to get a donation from Sunrise to offset the cost of reordering.

c. Website updates

Diana reported on multiple updates to the website. The "Directors and Committees" page was updated. A narrative about the 2010 Annual Meeting was added. A photo of the new Board was added to the photo album. A couple items under "ISCCW News" were deleted and the "Bring Your Weeds" information was added. A couple items under "Recent Articles" were added and a few were deleted because the links no longer worked.

Diana asked the Florianos to take over the website updates and Kathy agreed to do that.

d. Coloring Contest

The coloring contest entries were judged at the September meeting of the Fish & Game Club. There were 3 winners: Louisa Battin, age 5; Ritarose Battin, age 9; and Stephen Battin, age 11. Each received \$25. The winning entries will be posted on the website. Shirley Battin will take a picture of her grandchildren holding the winning entries and Barb will write an article for publicity once that is complete. Committee discussed skipping the coloring contest for one year due to fewer entries this year.

e. News Articles

Two news articles were submitted to area newspapers. The "Bring Your Weeds" ad printed in a couple newspapers and an article to recap the annual meeting was also printed.

g. New initiatives to help people identify invasive species

This discussion was rushed and cut short since we ran out of time. Bob suggested we get better, bigger visuals and more signage at the boat landings. The signage should highlight the fact that there is a fine for transporting invasive species. Diana suggested we run the “Bring Your Weeds” ad once a month in the Border Bulletin for the months of May thru October at a cost of \$54.86 per issue. Border Bulletin also invited us to submit articles on invasive species which they would run for free. Some on-water training sessions might be a good idea for next summer too.

New Business

a. Budget

This item was deferred to the next meeting.

b. Next meeting date

The next meeting will be held on Thursday, November 11, at 9:00 a.m., at the Firehouse Annex (yellow building next to the Firehouse) in Watersmeet. Committee felt we should never again schedule an 8:00 a.m. meeting prior to the Board Meeting. They also felt the Firehouse Annex is a better location due to the fact that we have the ISCCW educational material there.

Motion to adjourn by Bob; second by Bill; motion carried.

Respectfully submitted,
Diana Mehlhop
8:54 a.m.