



ISCCW Education / Public Relations Committee

Minutes from November 11, 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

Bob opened the meeting at 9:03 a.m. He asked for approval of the minutes from the previous meeting. Motion to approve by Bill; second by Jim O.; motion carried.

Old Business

a. Fish Rulers

Bob passed around a prototype of the fish ruler. Motion to approve the design by Will; second by Jim O; all approved. Diana presented multiple quotes. Motion made by Jim O. to go with lowest quote of \$1380 for 1000 rulers from Quality Plus Printing in Wisconsin Rapids; second by Helen; all approved. Diana will place the order once the budget is approved by the ISCCW Board. Committee talked about trying to get a \$2 donation in exchange for a fish ruler to help offset the cost. Ideas for distribution included the following:

1. Boat washers could give one to everyone who makes a donation
2. Boat washers could try to sell them
3. Fish rulers along with donation containers could be placed at bait shops, Bents, Forest Lake Country Store, marinas, etc. Helen may be able to help design/create the containers. Bill volunteered to distribute them to all the bait shops. Jim O. volunteered to distribute them to Bents and Forest Lake Country Store.
4. ISCCW members may want to buy a fish ruler for family members or as a stocking stuffer.

b. Website updates

Diana reported on multiple updates to the website. A photo of the new ISCCW Board was added; winning pictures from the coloring contest were added; historical information was updated for 2010. Kathy Floriano will take over the website going forward.

c. News Articles

The photo of the new ISCCW Board appeared in the Border Bulletin. Diana explained that Border Bulletin has a new policy. If an article appears in the Vilas County News, Border Bulletin will not print the same article. Going forward, we should only submit articles to Border Bulletin as it is probably more widely read by Watersmeet and LOL residents. Barb is going to see if ISCCW will get a free ad in the LOL Chamber brochure.

d. Placemats

We've given away 30,000 placemats in two years but we're down to only one restaurant who uses them (Sunrise Lodge). Motion made by Jim O. to hold off reordering for a year in hopes that new restaurants would come into the area and be interested; second by Bill; all approved. In the event we reorder in the future, a few modifications were suggested:

1. Add Forest Service phone number
2. Add bigger photo of EWM
3. Take off Boat US logo

e. New initiatives to help people identify invasive species

1. On-water Training Sessions – Class should incorporate identification of both native and invasive species; samples of each invasive should be available for viewing; 2 training sessions on 2 different days with 2 instructors per training session; maybe we could get Bill Artwich and/or Barb Gajewski and/or Jim Floriano; location could be on Duck or Clearwater. Will Buergey made a motion to organize some on-water training sessions in 2011; second by Jim O.; all approved.
2. Improved Curly Leaf and EWM visuals
Discussion centered on improved visuals to be used as handouts at the on-water training session. Samples were shown of a laminated high-quality scan of Curly Leaf and EWM plants. Jim O. will see if we could use the laminator at the library in exchange for a donation.
3. Free Boat Wash Signs
Many feel our current “Free Boat Wash” signs are too small and hard to see. They are 18” x 24”. Committee discussed ordering 4 new signs, 2’ x 3’, printed on both sides, in eye-catching colors. Will Buergey will contact Kim Eggleston at Northern Graphics to get a quote.
4. Bring Your Weeds Ad
Committee discussed running the “Bring Your Weeds” ad in the Border Bulletin once a month during June, July and August. Diana will submit the ads.
5. Program at Ottawa Visitor Center
Jim O. suggested we ask Scott Pearson from the Forest Service to put together a Thursday night program at the Ottawa Visitor Center on invasive species. ISCCW volunteers could be present to hand out literature as well. Jim O. will pursue the contacts.
6. Signage at boat landings
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. It could be a problem to get DNR approval and there’s already a lot of signage at the boat landing. The boat washing crews are already telling people that it is illegal to transport weeds. We need to keep this idea in mind going forward and try to highlight the illegality and fine issues as they are good deterrents.

New Business

a. Budget

Bob made a motion to present the following budget to the ISCCW Board on Nov. 16; Bill seconded; all approved.

Fish Rulers	\$1380	
(2) On-Water Training Sessions	600	(\$500 to pay educators; \$100 for handouts)
(4) Free Boat Wash Signs	400	
Run “Bring Your Weeds Ad”	200	

	\$2580	

b. Next meeting date

The next meeting will be held on Monday, February 7 at 9:00 a.m., at the Firehouse Annex.

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

Respectfully submitted,
Diana Mehlhop
10:48 a.m.