



ISCCW Education / Public Relations Committee

Minutes from February 7, 2011 Meeting

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

Members not present: Dean Challed

Bill opened the meeting at 9:01 a.m. He asked for approval of the minutes from the previous meeting. Motion to approve by Jim O.; second by Bob T.; motion carried.

Old Business

A. Fish Rulers

1050 adhesive fish rulers were delivered in early January. There was a problem with the billing. We ordered 1000 rulers but they sent us 1050 and expected us to pay an additional \$69 for the 50 extra rulers. Diana worked with the printer to resolve the issue and eventually had to send back 50 rulers.

Further discussion centered on ideas to distribute/market/display the rulers:

1. Boat washers could give a fish ruler to anyone who makes a donation.
2. Bill and Bob are going to work on building a display/donation box to be put at bait shops, Bents, Forest Lake Country Store, marinas, etc. Maybe a clip could be used to secure the rulers; maybe a hole could be punched in one end so they can be hung on a dowel or nail; maybe they could be folded up.
3. Jim Reiels will ask if they can be sold at the Ottawa Visitor Center Gift Shop.
4. Once the rulers are placed in area businesses, we can add something to the website that says "ISCCW Fish Rulers available at location 1, location 2, etc." to provide free advertising for businesses.

B. Website updates

Diana added two items to the website: (1) photo of Battin children holding their winning entries in the coloring contest and (2) Bill Artwich's lake survey report for 2010. Kathy Floriano added several items to the website: (1) updated Ottawa Forest map from Ian Shackelford, (2) updates to the Watersmeet Township map showing invasive species in area lakes, (3) several news articles, (4) minutes from recent meetings and (5) updates to the rolling banner to reflect the next Board meeting date. Kathy Floriano has responsibility for the website going forward.

C. News Articles

Nothing was submitted or printed recently.

Will suggested we write an article about Bill Artwich's lake surveys in 2010. Barb Wilkinson agreed to research and write an article for publication.

D. Placemats

There was discussion about whether we should work on a redesign of the placemats at this time. It was decided that we should wait until we see there is a need. We have a very limited number of restaurants who want to use them right now.

E. Action items from November meeting

1. Boat Wash Signs – Will talked with Kim Eggleston at Northern Graphics. Cost of signs will be impacted by size and amount of graphics. Group discussed specs: signs should be 2' x 3', printed both sides, with visible colors, block letters with arrow, posts included. Sign will look something like this:



- Will Buergey will get quote from Kim and place the order for 4 signs as long as it does not exceed our budgeted amount of \$400.
2. Laminating Visuals for On Water Training Session – Jim O. talked with the LOL Library and they will laminate an 8½ x 11 sheet of paper for \$1 each. Bob found out we can buy 100 laminating sheets for \$30 and Alan Piel agreed to let us use his laminator. Diana will print 25 copies each of the Curly Leaf and EWM handouts on the ISCCW printer and Bob will get them laminated.
 3. Program on Invasive Weeds at Ottawa Visitor Center – Jim O. talked with Scott Pearson who said we should contact Ian Shackelford. Ian agreed to create a presentation for the Thursday night program series in either July or August. Ed/PR Committee members and/or the ISCCW Educator can be in attendance to hand out literature.

F. New initiatives to help people identify invasive species

1. On-water Training Sessions - This will require some work later in the year but there's not much we can do at this time.
2. Improved Curly Leaf and EWM visuals - Already discussed (see item E.2. above).
3. Free Boat Wash Signs - Already discussed (see item E.1. above).
4. Bring Your Weeds Ad - Diana will submit the ads in the Border Bulletin for the months of June, July and August.
5. Program at Ottawa Visitor Center - Already discussed (see item E.3. above).
6. Public Service Announcements on WRJO Radio - Diana will see if WRJO will rerun the ads that were recorded last year. If so, we would like to run them from May 15 to September 30, 2011.

New Business

A. Expanded PR role

Discussion centered on ways to highlight the things ISCCW does for all lakes in the township. Barb's article on Bill Artwich's surveys (see item C. in Old Business) is one way to get the message out. Barb could write additional articles that highlight contributions by ISCCW and special projects. Our yearly letter for membership renewal should continue to highlight our accomplishments. Jim Reiels suggested we send an article for publication to the Michigan Lake & Stream Associations's newsletter. Bob met the newly hired full-time Educator hired by the Forest Service (Dan ?). Maybe in the future we can think of ways to work with him.

B. Educator Training

Some ideas were discussed on what can be done to get ready for the soon-to-be-hired ISCCW Educator. Diana will try to get a list of dates of special events (Lake Association Annual Picnics, Pow Wow, Thursday night programs at Ottawa Visitor Center, parades, ISCCW Annual Meeting, etc.) Bill will get an extra key made so the educator has access to the ISCCW office.

C. Next meeting date

Two meeting dates were set. We will **tentatively** meet Monday, March 7 **but only if necessary** (to be determined by the co-chairmen). The next meeting date is Monday, May 9. Both meetings will be held at 9:00 a.m. at the Firehouse Annex.

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

Respectfully submitted,
Diana Mehlhop
10:22 a.m.