



## ISCCW Education / Public Relations Committee

### Minutes from May 16, 2011 Meeting

Members Present: Dean Challed, Helen Hayhurst, Margie Marrs, Diana Mehlhop, Dudley Pierce, Kathy Peterson, Bill Rehling, Bob Turnquist;  
Members Not Present: Will Buergey, Jim Okraszewski, Jim Reiels, Barb Wilkinson

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

#### Old Business

##### A. Fish Rulers

Bob and Bill showed a display/donation box they made for the fish rulers. After much discussion, the following was agreed on:

1. Keep the design
  2. Keep the label that said "\$5 Donation for Fish Tape; Any Donation Appreciated"
  3. Bob will make up 6 boxes
  4. Bill will go to the following places in the order listed to find 6 businesses who will display the box: BP in LOL, Bents, Country Store, Watersmeet Bait Shop, Sylvania Outfitters, Cisco Lake Resort, Tackle Box, Aurora Borealis, Nordines, Minnow Bucket (bait shop on E), Winddrift and Rogers Bar.
  5. To start, the same number of tapes will be distributed at each location (maybe 20).
  6. Diana will submit something for the website that says "ISCCW Fish Rulers available at location 1, location 2, etc." to provide free advertising for businesses.
  7. The boat washers will give a free fish ruler to anyone who makes a donation.
- Bill moved for approval of the above; second by Margie; majority approved.

##### B. Website update

Kathy Floriano has responsibility for the website. In the future, Bob will request a report from Kathy.

##### C. Radio Spot update

Will Buergey, Helen Hayhurst, Diana Mehlhop and Steve Wilkinson went to WRJO (94.5) to record 4 public service announcements. They're running now and will go through September 30.

##### D. News Article

Barb Wilkenson wrote an article about Bill Artwich and the lakes surveys for 2010 and 2011. Minor suggestions were presented and Bob will relay them to Barb. The article will be submitted to Border Bulletin for publication.

##### E. ISCCW Educator Training

Diana worked up a schedule of special events that our new educator, Kathy Peterson, can attend this summer. Diana also sorted out educational material in the ISCCW office. Will and Diana will meet with Kathy tomorrow after the Board meeting to review time sheets, scheduling forms, CBCW log data, educational material, etc. Bill Rehling had a key made for Kathy.

F. Action items from November meeting

1. Boat Wash Signs – No report due to Will's absence.
2. Laminating - Bob will laminate the visuals for the On-water Training Session soon.
3. Program on Invasive Weeds at Ottawa Visitor Center – No report due to Jim Okraszewski's absence but it was noted that the OVC is having a Thursday night program called "Invasive Plants" given by Ian Shackleford on July 21.

G. On-water Training Session

The On-water Training Sessions were discussed. Two will be planned; possibly one on Duck and one on Clearwater; maybe in late July or early August. Bob will talk with Jim Floriano, Bill Artwich and Barb Gajewski about scheduling. Helen thought she could find people on Clearwater who would assist with the use of their pontoon boats. Bob thought he knew people on Duck who would do the same. There's been some early interest in attending from Robbie Anderson, President of Lac Vieux Desert Lake Association. He would like to bring maybe 4 people. He prefers a weekday over a weekend.

H. 4<sup>th</sup> of July Parades

Committee felt we should participate in the parades if possible. Kathy will ask Marv Schwinn if he would like to pull the boat washer in the LOL and Watersmeet parades. Margie agreed to buy some candy. Kathy said it would be easy to find some kids to throw candy.

I. Bring Your Weeds Ad

Diana submitted the ad to Border Bulletin. It will print once in June, once in July and once in August. They gave us a 25% discount so the ad will cost \$41.15/issue. They will send a bill to ISCCW at the end of each month. The ad was also emailed to key people in area lake associations in the hopes they will share it with their membership.

## **New Business**

A. Can we make use of the new Forest Service Educator that was recently hired?

Bob had some discussions with the Forest Service but it looks doubtful. He will continue to pursue.

B. Distribution of Fish Measuring Tape

Already discussed

C. Project with Environmental Science Class at Watersmeet High

Dudley explained that this class is looking for volunteer opportunities. He's exploring a possible rusty crayfish or zebra mussel survey with Barb Gajewski ... or a possible river bank cleanup with their biology teacher Ray Cangas. They hope to get the Ironwood Globe to print an article.

D. Brochure

Dudley has asked Kathy Peterson to design a brochure that highlights which lakes have EWM or CLP. In addition, it will indicate a specific schedule of days and locations where one of the boat washers will be located so boaters will know where to look for it.

E. Resignation

Diana Mehlhop regretfully resigned from the Education/PR Committee. She's over-extended and needs to cut back on her volunteer obligations. She will continue as ISCCW Membership Chair.

F. Next meeting date

The next meeting date is Tuesday, June 7 at 9:00 a.m. at the Firehouse Annex.

Motion to adjourn at 10:45 by Bill; second by Margie; motion carried.

Respectfully submitted,  
Diana Mehlhop