



ISCCW Education / Public Relations Committee

Minutes from Sept 12 , 2011 Meeting

Members Present: Will Buergey , Fred Duerkop, Kathy Peterson, Jeff Pytlarz, Bill Rehling Jim Reiels,, Bob Turnquist, Barb Wilkinson

Members Not Present: Dean Challed, Helen Hayhurst, Margie Marrs,

Guests Present: Steve Kickert

Bob Turnquist called the meeting to order at 9:05. Minutes of the July 11, 2011 meeting were approved. Motion to approve by Will Buergey; seconded by Bill Rehling.

Steve Kickert was introduced to the group. He gave a brief resume of his education and employment records. He explained that his job with the USFS is that of Conservation Education Coordinator. He currently is awaiting approval by the USFS of his plan for the education program in the schools within the forest area that he has prepared. The focus will be on teaching students and teachers in the elementary schools. He has been surveying forest personnel regarding educational concerns that they have. Invasive species were high on their lists.

Jim Reiels inquired whether he has been working with the Ottawa Interpretive Assoc. Steve indicated that his was the first grant petition OIA received for funding next year. Barb Wilkinson inquired about plans for publicity for the program. Jim also inquired whether Steve's program will include secondary school students as they could volunteer service in many facets of the invasive programs.

Jeff Pytlarz offered to produce a video for helping to educate the public and students about the identification and eradication efforts. He, his wife and his daughter would undertake the entire project at no cost, other than the discs. He requested assistance as to what should be included in the video.

Bill Rehling reported that he would be collecting the money from the fish tape boxes that are located in various retail outlets in the area. He suggested that more boxes be prepared for next year.

Bob Turquist reported that there were new articles posted on the Lakeguards website. Also that 14 persons were present at the training session on Duck Lake and 7 on Clearwater. He indicated that the sessions went well.

In response to Barb Wilkinson's question as to how effective the publicity/educational efforts have been, several members said there is increased awareness of the invasive problems and that boaters were very receptive to having their boats washed and were most appreciative. Steve Kickert suggested that an effective way to get people to read signs is to cover answers with hinged covers. He said people are always curious to know what is under the hinged lid. Barb Wilkinson also suggested that an article could be written concerning the activities and programs that have been conducted by the area lake associations. Jim Reiels suggested that a page containing photos

of three different types of aquatic weeds could be prepared and shown to boaters at the landings. They would be asked if they could identify which one was milfoil. These responses would provide a reading of how skilled fishermen are at identifying milfoil.

Bob Turnquist read suggestions that Diana Mehlhop had written to the committee for continuing education initiatives. At that point there was an open discussion concerning activities for next year. He indicated that in December the board would be preparing the entire budget for ISCCW and would need the ED/PR budgetary items by that time. Will Buergey suggested that we get more aggressive in working with lake associations to do clean boat/clean waters efforts.

Jim Reiels suggested exploring ways to communicate and coordinate efforts with other organizations, such as lake associations, USFS, OIA, ISCCW and so on. He thought that such efforts would avoid duplication of effort and stimulate more cooperative programs.

Barb Wilkinson volunteered to edit data to be included on the Lakeguards-ISCCW website, prior to data being sent on to Alan Piel for inclusion on the site. Currently Kathy Floriano is doing this task, but has requested to be relieved of the duty.

Bob Turnquist showed the group a marine key-float that a Minnesota agency funded. Fred Duerkop offered to call the agency as to costs and grant money available.

Bob Turnquist expressed a need to present ideas and funding costs at the next meeting in order to meet the budgeting deadline. He requested that for the next meeting ideas and costs estimates be made.

After some discussion the next meeting was set for 9:00 a.m. on October 10, 2011. Steve Kickert said that once approved he would share the USFS conservation/education plan with this committee. Jeff Pylarz requested assistance in deciding what should be included in the training film. This item will be included on the next meeting agenda.

Barb Wilkenson resigned her position with the Ed/Pr Committee. Her resignation was regretfully accepted. Even though Barb has resigned this position she has agreed to replace Kathy Floriano as ISCCW Web Site Editor.

Bill Rehling moved/Jim Reiels seconded adjournment at 10:55 a.m.