



## ISCCW Education / Public Relations Committee

Minutes from January 13, 2012

**Members Present:** Bob Turnquist, Bill Rehling, Jim Reiels, Jeff Pytlarz, Helen Hayhurst, Will Burergey, Fred Duerkop and Margaret Marrs

**Members Not Present:** Dean Challed

Bob Turnquist called the meeting to order at 9:05 AM. Minutes of the October 10, 2011 meeting were approved. Motion to approve made by Bill Rehling; seconded by Jeff Pytlarz.

Bob Turnquist focused the meeting on 2012 Projects/Tasks and Budget for Ed/Pr that were developed last Autumn. Listed below are the project/tasks, persons responsible and estimated costs:

- Fish Rulers---Bob Turnquist and Bill Rehling will build four more boxes for fish ruler donations, with estimated cost of \$40. Helen had plexiglass to donate for the boxes. Project due date 5/1/12
- Bookmarks and Placemats---Helen Hayhurst will contact Sunrise Resort to establish a date to deliver placemats for Spring Boating Season. Ample supplies of placemats remain in inventory, therefore, no estimated costs. Book marks will be distributed to Ottawa Visitor Center, as well as, LOL Libray. Ample supplies of bookmarks allow distribution at July 4<sup>th</sup> parades.
- Radio "Spots"---Radio station stated they would rerun spots, Helen Hayhurst will contact appropriate personnel and have in place at end of April. Thereafter, when Educator is determined for 2012, the Educator will keep contact with radio stations. May through October is the target.
- Website---all items for ISCCW website are to be forwarded to Barb Wilkinson, ISCCW Website Editor, for copy readiness. Alan Piel, who continues to be the Webmaster, will enter items into site. Bob Turnquist asked committee members to coordinate through email publishing, within the committee, to avoid duplication or errors.
- July 4<sup>th</sup> Parades in Watersmeet, MI and LOL, WI---Educator will coordinate with parade committees. Margaret Marrs will purchase candies for distribution, as well as, have ready the bookmarks from inventory. Estimated cost of \$60. Project due date 6/30/12
- News Articles---Jim Reiels will author news articles for Ironwood Globe, Vilas County News, Border Bulletin, etc. Approval for incorporating the Operating Plan for 2012 in a news article will be sought at the next ISCCW Board meeting by Bob Turnquist.
- Brochure---Ample supplies of the brochure are inventory, although discussion of planning a new brochure will be done in the future. Margaret Marrs will investigate printing costs for an insert listing infested lakes with AIS. The insert is thought to be a more cost effective, and

accurate means of informing since lake listed can change before a new brochure is to be printed. Estimated cost of \$100. Project due date approximately 4/12.

- **Key Floats**---Fred Duerkop has an inventory of approximately 200 boat key floats. An insert on waterproof paper identifying AIS will be investigated with the hope of inserting them in the key floats. Estimated costs \$50. Project due date 4/12.
- **Clean Boats Clean Waters**---Will Buergey and Bill Rehling will have their plan in effect for the Chain and LacVieux Desert by 6/12.
- **On Water Training with 2 Trainers/Boats**--- Bob Turnquist and Bill Rehling will coordinate at least one session on Fish Hawk for Curly Pondweed. Our Biologists' job descriptions include training. In advance of a training session, a request of Ian Shackelford and Bob Evans to assist in training will be made. Project due date 5/1/12.
- **Big Format Handouts**---Bob Turnquist is preparing laminated large format handouts showing EWM and Curly Pondweed that can be used in On Water Training sessions by the Biologists and Educator. Estimated cost is \$150. Project due date 4/1/12.
- **Educational Video**---Jeff Pytlarz and his family will begin production of a video in Spring of 2012 to be ready for 2013 season. No estimated cost. Project due date is 2013.
- **Schedule Special Events for Educator**---Fred Duerkop will develop a list of lake association meeting and other opportunities, with the assistance of the information Diana Melhop has in her membership file. Diana Melhop agreed to the Membership Coordinator position for this year only. Project Due Date is 5/1/12.
- **Handouts for Boat Washer Operators**---Bob Turnquist will speak with Dean Challed regarding the materials he has gotten from Wisconsin in the past, and at no cost. Project due date 4/1/12.
- **Fish ID Card**---Will Buergey will talk to boat washers to correct error on cards. Error describes muskellunge with "6 or fewer pores" and should read "6 or more pores". Committee felt the boat washer employees could just cross out "fewer" and insert "more" on cards until we need to print more ID cards. Will plans to talk to them in May or June.
- **Stickers**---Will Buergey will discuss distribution with the Educator and the Boat Washers. Stickers indicate that the boat owner has discussed EWM with the operators. Will plans to talk to them in May or June.
- **License Plates**---Will Buergey will talk to the educator about passing out license plates out to new members who sign up to ISCCW at lake meetings. Inventory of license plates is low.
- **Publicize successful approaches to address AIS**---Helen Hayhurst will discuss with new Educator and Biologists the plan for them to furnish technical information to Barb Wilkinson for publishing on website.
- **Bring your Weeds Ad**---Helen Hayhurst will discuss, with Barb Wilkinson ISCCW Editor, the rewriting of last year's article, since it proved not to be effective.

**The following ideas were tabled for discussion in a year or two---identifying EWM on a 3 photo page; flip cards for bulletin boards to ask onlookers to identify EWM species; coloring contest.**

**It was noted the Ian Shackleford suggested publicity saying something to the effect that transporting AIS weeds, etc. is illegal and punishable with a substantial fine. Committee will speak with Ian and then check with Joe LoMastro if a sign with penalty \$\$\$ info can go on the boat washer somewhere. It was determined there was no room on the boat wash signs.**

**Next meeting was set for April 24, 2012 at 9 AM at the Firehouse Annex.**

**A motion to close the meeting was made by Jim Reiels; seconded by Will Buergey.**

**Meeting was adjourned at 10:13 AM.**

**Respectfully submitted, Margaret Marrs**