



ISCCW Education/Public Relations Committee

Minutes from April 24, 2012

Members Present: Bob Turnquist, Bill Rehling, Fred Duerkop, Helen Hayhurst, Jeff Pytlarz, Margaret Marrs, and Will Buergey
Members Not Present: Dean Challed

Bob Turnquist called the meeting to order at 9:07 AM. Minutes of the January 13, 2012 meeting were approved, with correction of a name spelling. Motion to approve the minutes made by Fred Duerkop; motion seconded by Helen Hayhurst.

Bob Turnquist reviewed the project/task list to be operating for the boating season in 2012. Listed below are the projects, their 2012 readiness status, and persons responsible.

- **Fish Rulers**---Four more donation boxes were built by Bill Rehling. Donation for rulers remains suggested at \$5.00 each. Location of donation boxes continues at Bent's Camp, USFS Visitor Center, Sylvania outfitters, Land O'Lakes Marina, The Tackle Box and Forest Lake Country Store. Suggested locations for the four additional boxes include: The Minnow Bucket on County E, Maple Hill Resort, Sunrise Lodge, and the Conover Bait Store. Bill Rehling collects donations and restocks fish rulers on a regular schedule, and said he would continue to do so.
- **Book Marks and Placemats**---Helen Hayhurst will resupply the book marks at the Forest Service Visitor Center, and drop off remaining supply of placemats with ISCCW info on them to Sunrise Lodge.
- **Radio Spots**---Helen Hayhurst will call WRJO by week's end to confirm restart of the ISCCW pre-recorded radio informercials.
- **Brochure inserts**---Margaret Marrs will have the updated list of lakes with AIS printed, cut and ready for insertion in brochures by mid-May.
- **Key Floats**---Fred Duerkop had inserts prepared for the key floats he procured at no cost. The inserts were printed on waterproof paper. The inserts will need to be rolled and inserted into each key float cavity. It was decided the boat wash employees will be instructed to that while working at their posts with the washers during down times. Fred will contact Nina Fiorucci, newly retained Educator for ISCCW, when she returns mid-May.
- **On-Water Training Sessions**---Training dates and locations will be conditional on the determination of Barb Gajewski, ISCCW Biologist. Dependent on Ms. Gajewski's availability and lake conditions, two training sessions will be scheduled. Jeff Pytlarz will be filming these sessions as part of the ISCCW video project he is spearheading. Fish Hawk Lake has curly pondweed and may be a site for training also.
- **Educational Video**---Jeff Pytlarz will begin the ISCCW video project with filming when the Bass Lake treatment begins.

- **Scheduling of Special Events---**Fred Duerkop will meet with Nina Fiorucci and go over 2012 special events on area lakes. Diana Melhop may be contacted for that information from the membership returns she has received.
- **ISCCW Presence at Fourth of July Parades---**Margaret Marrs will have candy to pass out at the parades, the boat washer will be towed in each parade, driver to be determined.
- **State of Wisconsin DNR/AIS Handouts---**Dean Challed has obtained these handouts; he will be asked to fill in Nina Fiorucci at our next scheduled meeting.
- **License Plates and Sticker Handouts---**Will Buergey will instruct Nina Fiorucci at our next meeting in May. These stickers and license plates are made available to participants having their boats and trailers washed at our sites.
- **Maintenance of Contact with LVD Tribe and Cisco Chain Riparian Owners Assn.---**Will Buergey will follow up.
- **Website Inclusion of Successful AIS Control---**Helen Hayhurst is talking with ISCCW Biologist, Barb Gajewski, regarding AIS “hand pulling techniques”; Jim Floriano is another very experienced resource. Discussion of publishing these techniques to a broader audience through the website ensued. If this project sounds successful, Barb Wilkinson, ISCCW website editor will be consulted for publishing.
- **Boat Washer Signs---**Discussion ensued regarding additional info added to present signage on boat washers. The information would define Monetary Fines for the transportation of AIS. Will Buergey said he ordered original signs from Northern Graphics, LOL, care of Kim Eggleston. Unknowns need to be confirmed before proceeding. Fred Duerkop will speak with DNR to see if they will be responsible for additional Monetary Fines signage at Forest Service boat landings’ signs. Bob Turnquist will check with the Forest Service on their signs. ISCCW will provide signs to attach to existing boat washers’ signs. Northern Graphics will be consulted regarding cost.

New Business

- **The newly retained ISCCW Educator is Ms. Nina Fiorucci.** The Board determined we will spend time bringing Nina up to speed on the ongoing projects and supplies now available in ISCCW store room. It was hoped that we could accomplish this at our next meeting in May.
- **News Articles---**Jim Reiels has written an article acknowledging the Anniversary of ISCCW. This article will appear in local publications. The Committee will contact Jim to add the ISCCW Mission, as well as, the broader aspect of the organization, in addition to the projects of the ISCCW’s arm, the Education/PR Committee.

The next meeting was set for May 14, 2012 at 9 A.M. at the Watersmeet Firehouse Annex. A tentative meeting date in September will be set to assess supply needs and examine goals set. A motion to adjourn was made by Bill Rehling; seconded by Helen Hayhurst. Meeting adjourned at 9:56 A.M. Respectfully submitted, Margaret Marrs