

Rock River Stormwater Group
February 17, 2017
9:00 A.M. Whitewater, WI

- 1. Roll Call:** Howard Robinson, City of Milton; Bill Frisbee, City of Beloit; Wesley Enterline, UW-Whitewater; Scott Weberpal, City of Whitewater; Heather Hartwell, UW-Whitewater CMU; Andy Selle, Fort Atkinson; Andy Dahl, UW-Whitewater; Joe Rose, Town of Beloit; Dan Bekta, WDNR; Michaela Osterberg, UW-Whitewater CMU; Lysianne Peacock, UW-Whitewater CMU.

- 2. Minutes from January 20, 2017:** Wes made some adjustments under DNR Reports. Dan introduced Mark Riedel. Also Roger Bannerman's name was spelled wrong. With these adjustments, Tim motioned to approve. Andy seconded. Approved unanimously.

- 3. Treasurer's Report:** Scott will have the regular report for the next meeting. He is getting membership payments from members. Our fee for the Rock River Coalition newspaper was sent in. Discussion followed on the readership values of this, if the newspaper was on-line, and if the coalition could have a contact person with CMU to combine information and see if the information could be shared.

- 4. Creative Marketing Unlimited (C.M.U.):**

Social Media: Michaela went over the social media use that is occurring. In the last 3 weeks, there have been 152 likes that are new compared to 253 total on the old pages. Twitter following is still being worked on. A Storm Fact Friday portion is being worked on. Bill asked if the transition was done yet from the old site. Andy D. told the group not yet due to the website needing more finishing but hopefully by March 1st. Michaela presented a video and by March 2nd there may be 2 more available. The videos will be on the website. Andy D. may get the schools to do voice overs for the videos so the voices are from their school. Scott suggested having a contest for making a video similar to the ones that high schools do for driving safety. Andy D. said the Project Wisconsin Waterways has videos and links to the group members. Contacts can be added for the links. Tim asked if individual city contents such as removal of the Monterey Dam or the Janesville Parking Ramp could be included. The group was OK with items such as this due to the river being involved in these projects.

Promotional Items: Michaela went over the promotional items. Scott will investigate a debit card for the group to aid in purchases.

Upcoming Stormwater Events:

- CMU will present at the Fox-Wolf Watershed Conference. They will introduce the Protect Waterways brand, discuss outreach efforts, and try to connect with other groups.
- On 3/11/2017 they will have a presentation at the Janesville Library. There will be kid's activities and use of the enviroscape model. Other school presentations do not have dates yet for Whitewater and Rock Prairie Montessori.
- On April 23, there is a Whitewater Creek cleanup with UW-W.
- If there are events in a community the group members need to contact CMU.

Future Topics: In April, some focus items are rain gardens, lawn raking, and use of chemicals. Tim suggested including car washing. Non-animated videos may also be started for the 18+ age group. Wes suggested using a story map feature to give visual examples of the communities. Scott presented Whitewater's as an example. Andy D. will need the communities to send in information to work on this suggestion. Andy D. asked where the group would like photos from for the story map. Tim suggested using some standard storm items for the pictures that would be the same for all communities. Wes said to get pictures and then ID the areas for each city and send these in. Andy S. will give an introduction of the RRSG at the Wisconsin Conservation Banquet in Fort Atkinson.

- 5. DNR Update:** Dan Bekta reminded the group that the annual permits are due. On 2/23/2017 there is a grant webinar. Dan will sent the link. Planning grants are due in April. The P monitoring equipment may be eligible for a planning grant application. Technical standards for compost and class A compost may be adjusted. DNR wetland guidance will show that more supporting documentation will be required. Wes asked if the MS4 annual report had been received by by the group members.
- 6. Public Participation:** None
- 7. Next Meeting:** April 9, 2017 at 9:00 am in Whitewater.
- 8. Adjournment:** Motion to adjourn by Joe from Town of Beloit, seconded by Bill from City of Beloit. Carried unanimously at 2:10 pm.