

**Rock River Stormwater Group**  
**October 27, 2017**  
**9:00 A.M. Whitewater, WI**

- 1. Roll Call:** Ritchie Pilz, Beaver Dam; Joe Rose, Town of Beloit; Tim Wittaker, City of Janesville; Howard Robinson, City of Milton; Scott Weberpal, City of Whitewater; Wesley Enterline, UW-Whitewater; Andrew Dahl, UW-Whitewater; Evan MacDougall, UW-W CMU; Katie Hart, UW-W CMU; Brendon Deremo, UW-W CMU; Lysianne Peacock, UW-W CMU; Dan Bekta, WDNR; Mark Riedel, WDNR; Cam Neuhauser, UW-W CMU; Nick Pacini, UW-W CMU; Julie Jacob, UW-W CMU; Brad Marquardt, City of Whitewater.
- 2. Minutes from September 22, 2017:** Tim motioned to approve. Joe R. seconded. Approved unanimously.
- 3. Treasurer's Report:** Scott gave a treasure's report (included). Ritchie motioned to approve. Joe seconded. Approved unanimously.
- 4. Creative Marketing Unlimited (C.M.U.) Presentation:**

Lusianne and Brenden gave a report on the social media metrics. The Protect Waterways report is included. Discussion followed on how to continue to grow the followers. CMU is working with the schools so that parents get the website information. Wes suggested tagging other community's Facebook pages to draw attention to the group. CMU is contacting schools next week. Mark suggested using some items such as post cards so that different generational users also get information besides just social media. CMU is currently contacting homeowners, and k-12 school age with the next level being senior awareness. Work may occur on tagging communities for social media. A Janesville clean up event with Its' a Keeper Bait and Tackle was a test to involve outdoor groups. Andy discussed that tourism and economics affects may be a longer term topic. Graphics on illicit discharge are being sent to the RRSB with a 72 hour comment time. Beloit will be the feature city for November. A schedule for other cities is provided. Whitewater will switch with Jefferson.

Tim and Andy may attend the American Public Works Conference in Wausau. Andy asked the group to contact them about events that happen in the group communities. Nick from CMU gave a presentation on the website. Videos will continue to be made on various topics. These can be viewed at the American Public Works Conference.

The CMU contract proposal was discussed. The costs and options for a one year and two year option were discussed. Discussion included, is the DNR currently satisfied with our approach, does a two year contract help CMU with transitions of students, contract flexibility for topics, event and reporting were discussed. Motion was made by Tim to accept the 2 year contract proposal, seconded by Joe, carried unanimously. Establishing a separate event budget was also discussed by the group.

5. **DNR Update:** Tim reports that the municipal MS4 will have electronic reporting. Webinars will occur for this. Mark will have leaf collection information in his newsletter. There is no new
6. wetland ID for this year.
7. **Public Comments:** Scott may be switching out with Brad for the City of Whitewater for attendance.
8. **Next Meeting:** The next meeting is rescheduled for December 1, 2017 at 9:00 am in Whitewater.
9. **Adjournment:** Motion to adjourn by Joe, seconded by Scott. Carried unanimously at 10:40 am.