

Rock River Stormwater Group
December 1, 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; Brendon Deremo, UW-W CMU; Lysianne Peacock, UW-W CMU; Dan Bekta, WDNR; Cam Neuhauser, UW-W CMU; Rachel Klemp, UW-W CMU; Jeff Daane, City of Waupun, Cameron Clapper, City of Whitewater.
- 2. Minutes from October 27, 2017:** Ritchie motioned to approve. Tim seconded. Approved unanimously.
- 3. Treasurer's Report:** Scott gave a report on the balance and payments to CMU. Scott will provide an updated balance sheet at the next meeting (included). Current balance is \$57,190.31.
- 4. Public Comments:** Public comments were moved to this part of the agenda. Cameron Clapper from the City of Whitewater gave a brief description of work they are planning for rehabilitation of their lakes. The lakes will be drawn down, materials, sediment, etc. will be removed. A one inch per day draw down is the maximum limit. They are asking for a verbal endorsement for their grant application. This is a planning grant. The work would start in 2019. Discussion followed concerning if other groups had also been contacted. The City of Whitewater Parks and Rec Board, local clubs and Whitewater Council had notification of the grant application. It would be mostly local community support. The RRSg agreed that verbal support/endorsement could be included in the grant application.
- 5. Creative Marketing Unlimited (C.M.U.):** Presentation: Brendan, Cam and Lysianne updated the group on events of the past month. The views and likes for the web site increase after each school event. Andy from CMU discussed a budget for Facebook hosting. CMU used common elements at each presentation. The schools visited are listed in the progress report. Interactive discussion is encouraged. The giveaway promotional items work well to get the students involved. The next rundown update will have the next three months' themes. CMU could use some illicit discharge images, etc. for website images. A list of the featured municipalities was provided concerning which month they will be featured on the website. Tim asked if reports on the school events could be provided as a standard report to the municipalities. Ritchie asked if CMU currently has a list but could use more leads. The Boy and Girl Scouts are not

yet scheduled and they are trying to get contacts. Community event outreach was discussed. September clean up events were discussed for events. Event costs were discussed. Tim asked for a running total of event costs. Scott could possibly do this. Placement of yard signs was discussed. Most of the communities place them on the property owner's property with permission.

The promotional budget for the year was discussed. What hosting Facebook did/does was discussed. This gives a focused information of our products and should grow followers. It also tells how many people to expect to reach.

A motion was made by Tim to allow \$2000 for promotional events and \$4000 for promotional items to CMU for the 2018 season events. Scott seconded. Approved unanimously. Tim asked for pictures, etc. of the school events for reports. Jeff from Waupun asked CMU what information they would need from the cities for their featured month. Lysianne has a request list that will be sent.

6. **DNR Update:** Dan reports that MS4 seminars are being scheduled for the electronic 2017 reporting.
7. **Next Meeting:** The next meeting is rescheduled for February 2, 2018 at 9:00 am in Whitewater.
8. **Adjournment:** Motion to adjourn by Jeff seconded by Tim. Carried unanimously at 10:40 am.