

## Rock River Stormwater Group

February 2, 2018

9:00 A.M. Whitewater, WI

- 1. Roll Call:** Ritchie Piltz, Beaver Dam; Joe Rose, Town of Beloit; Tim Whittaker, City of Janesville; Wesley Enterline, UW-Whitewater; Jeff Klamik, UW-Whitewater; Andrew Dahl, UW-Whitewater; Lysianne Peacock, UW-W CMU; Dan Bekta, WDNR; Cam Neuhauser, UW-W CMU; Jeff Daane, City of Waupun, Bill Frisbee, City of Beloit; Mark Riedel, WDNR; Andy Selle, Fort Atkinson.
- 2. Minutes from December 1, 2017:** Ritchie motioned to approve. Jeff D. seconded. Approved unanimously.
- 3. Treasurer's Report:** Tabled due to Treasurer's absence.
- 4. Creative Marketing Unlimited (C.M.U.):** Presentation: Cam and Lysianne reviewed the 2017 Annual Report, focused on four key areas: rebranding, digital media, education outreach, and K-12 outreach. Clarification about meaning of social media metrics: 28,263 Total Reach (how many people see the post) versus 47,844 Total Impressions (how many friends of people who like posts see it). CMU conducted 8 Community Outreach Events with 811+ Community Members Engaged. K-12 Education Outreach resulted in 6 Presentation Days with 284 Students Reached. CMU is also investigating Protect Wisconsin Waterways Month and Teacher Training Month to continue K-12 outreach. An interactive video is edited and plans include sharing with kids that see the Enviroscape model demo so they can share it with their parents at home.

We also reviewed the 2018 Work Program and goal is to hit as many schools as possible in Spring and set events for all municipalities in Fall. CMU spoke at length about the Rock River Clean Sweep event to be held basin-wide on Saturday, September 8 with events in all member municipalities. Two teams will start on each end of the basin and work toward Whitewater as the end point for a follow-up celebration party. Timing is roughly 8 AM – 5 PM. Katie from CMU is taking the lead on planning and will fill us in on additional details at the next meeting. Ideas included connecting with local high schools that have community service requirements and working with municipalities to determine locations for event. Suggested that CMU work with Dr. Compas on campus about GIS maps of cleanup areas. Include in WDNR monthly newsletter Mark coordinates.

Also discussed a picture contest to draw attention to social media and website. Category ideas include big fish, river photos, and a coloring contest. Cash prizes or donations from business sponsors would encourage participation.

Discussion about MS4 annual reporting and how to integrate CMU report information easily into online format. Dan will investigate options for including addendums or attachments from Annual Report.

- 5. DNR Update:** MS4 Annual Reports due in March using new online format. UNPS stormwater grants are due April 16; application webinar at the end of February. Leaf guidance almost finalized and document forthcoming. New ditch check/tracking pad tech guidance released. E-reporting for MS4 webinar recorded and available. Storm water gathering coming up – held at Ruekert and Mielke. Leaf collection study participating municipalities have been invoiced.
- 6. Other Business:** Finalized date of Ruekert and Mielke Illicit Discharge training – morning of Friday, March 23. Wes is finalizing planning details with Maureen and hopes to have a flyer out by the end of next week to circulate to municipalities. Discussed inclusion of Watertown and Rock County. Andy agreed to conduct outreach on behalf of RRSG to potential member municipalities, including those like Jefferson that are not yet required to do MS4.
- 7. Next Meeting:** The next meeting is tentatively scheduled for Friday, March 23 at 1 PM to follow lunch after the Illicit Discharge training held at UWW. Meeting location to be determined.
- 8. Adjournment:** Motion to adjourn by Bill seconded by Joe. Carried unanimously at 10:30 am.