

Rock River Stormwater Group
Friday, May 11, 2018
9:00 A.M. Whitewater, WI

1. **Roll Call:** Jeff Deane, City of Waupun; Ritchie Pilz, Beaver Dam; Bill Frisbee, City of Beloit; Tim Wittaker, City of Janesville; Brad Marquardt, City of Whitewater; Scott Weberpal, City of Whitewater; Wesley Enterline, UW-Whitewater; Andrew Dahl, UW-Whitewater; Brendon Deremo, UW-W CMU; Alyssa Van Altena, UW-W CMU; Danny Balister, UW-W CMU; Katie Hart, UW-W CMU; Keegan Wardius, UW-W CMU; James Martin, WDNR; Joe Rose, Town of Beloit;
2. **Minutes from April, 2018:** Tim motioned to approve. Bill seconded. Approved unanimously.
3. **Treasurer's Report:** Scott passed out a copy of the Treasurer's Report. Remaining contract obligations were discussed. Bill motioned to approve report. Joe seconded. Approved unanimously.
4. **Creative Marketing Unlimited (C.M.U.):**
 1. **Project Report:** social media metrics – Wes asked CMU to show trends on the social media reports in the future
 2. **Runoff Rundown:** May issue is out for review, moving toward earlier in the month distribution, discussed proposed themes for future issues
 3. **Summer Events:** discussion about the demographic being reached, Wes presented the Rock River Trail initiative,
 4. **Rock River Sweep:** logistics were discussed, CMU proposed approximately a \$9K budget for swag, promotions etc. – see notes later on discussion
 5. **Budget Discussion:**
 - a. **ISP:** A Dahk indicated +/- \$100/mo for internet hosting. Scott Weberpahl indicated may need to look at additional options to meet security clearances for access by WDNR
 - b. **Scholarships:** the idea was floated to develop scholarships within each City area, sponsored by RRSg for students and K-12 teachers. Group liked scholarships for kids, not so much teachers. WET already exists for teachers, might be able to fund through that.

- c. **Sponsorships:** proposed that RRSB begin sponsoring different events – particularly if centered around the river. Generally supported but specifics need to be identified.
- d. **Radio / Newspaper / Signage:** RRSB may want to begin dedicated publicity in these outlets to market sponsored events and overall mission. Murals were discussed in Fort Atkinson, and signage at boat launches was mentioned.

CMU indicated they needed funds for promotional items at events. The RRSB agreed. A Selle moved to appropriate up to \$2K to CMU for tables, another splash costume, and backdrop. Second by Joe. Carried unanimously.

- 5. **DNR Update:** Construction permitting is very busy right now. A number of grants are in the review stage. Jake Zimmerman was hired in Waukesha.

6. Other Business

6a. Rock River Coalition: Wes has reached out to Nancy Shehan to see about financial support. Andy mentioned a rapport needs to be developed there. Nancy mentioned a leaf pack study they have wanted to do that might be helped a long via funding by RRSB, about \$2800 would be needed. The Confluence Conference in November may be a good sponsorship opportunity as well.

6b. Water town Update: Andy indicated Watertown was interested in re-joining the RRSB – more to come.

6c. Training Video Update: Excal indicated the video package would be about \$10K. Tim asked if they were static videos or updated with new content. Wes was going to check into that. Bill has used the videos and is happy with them. Bill will bring a few to the next meeting to show off.

6d. Reukert Mielke Update: Wes indicated he was waiting on a corrected invoice and for Maureen to provide feedback on the video content. Feedback was that it was too much on the permit and not enough on field applications.

6e. Fortin Consulting; discussion ensued on whether to offer the Fortin winter ice management training. It was decided to forego Fortin and instead have a roundtable discussion with lunch. Questions would be developed in advance and a venue set with interested practitioners able to engage in a more applied type discussion.

6f. Nature at the Confluence -discussion by Wes about the initiative tasked with “thinking beyond the enviroscape” more to come

6g. Rock River Trail Council Meeting: Wes attended the meeting of this group and provided a summary. Might be an opportunity for partnership there.

7. Public Comments: No Public Comments

8. Next Meeting: June 8, 2018 9:00 AM in Whitewater.

9. Adjournment: Motion to adjourn by Bill seconded by Joe. Carried unanimously at 10:15 AM.