

**Rock River Stormwater Group**  
**Friday, June 8, 2018**  
**9:00 A.M. Whitewater, WI**

1. **Roll Call:** Ritchie Pilz, Beaver Dam; 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; Claire Timm, UW-W CMU; Jeff Daane, City of Waupun; Tim Kienbaum, Town of Beloit; Joe Rose, Town of Beloit; Andy Selle, Fort Atkinson.
2. **Minutes from May 11, 2018:** Tabled until August meeting.
3. **Treasurer's Report:** Scott passed out a copy of the Treasurer's Report. Also, communities should receive their invoices soon if they have not already.
4. **Creative Marketing Unlimited (C.M.U.):** Claire, Andy and Brendan updated the group on the Project Waterway report. They also handed out a sign-up sheet for the September 8<sup>th</sup> Clean Sweep promotion for each community. This sign-up sheet requested times and areas for clean up on September 8<sup>th</sup>. Banners will be purchased along with a Facebook Boost for promotions. Tim said he had heard from the DNR that this was going on. Brendan had mentioned the event at the community events that were conducted.

Claire told the group that CMU had also worked on some mural designs if the group was interested. Claire went over the outreach events.

Claire told the group that CMU was trying to reach businesses as an outreach for ideas. Andy asked the group to provide ideas concerning what the pledge statement for stormwater should say. Andy from Fort Atkinson suggested the businesses would want to know what is provided to them for the allowance of our information into their businesses. Discussion followed that the pledges should have just a few easy items on it to start with. CMU will send the group an outline of the pledge form.

CMU went over the contacts on Facebook, Twitter, and Instagram. The comparison from month to month has a difference due to the days counted for the number of contacts. This will be adjusted in the future to allow a same number of days per contact comparison in calculation.

Tim asked how the onsite engagements were going. Claire reported the kids seem to be more interested and their parents pick up the materials. There seems to be a lot of people saying they didn't know about the storm water issues.

The next calendar for featured cities was discussed along with August being the entire Rock River Basin as the feature. Themes for the summer months were discussed. Promotional signs were discussed. The signs are made of metal and are about the size of a license plate. These will be distributed to the members for placement in local areas. Andy from Fort Atkinson suggested investigating items for adults such as hats or decals for outdoor groups. Andy from CMU will investigate these types of items

Hosting costs were discussed. Scott asked if a VPS (Virtual Private Server) option could be looked at compared to the cost of an individual host. Discussion continued on if a VPS would prevent DNR information getting through due to their types of filters and the amount of time necessary to download items such as videos, etc. Tim motioned that CMU could spend up to \$2,200 for a 24 month contract after questions were answered concerning filters, access, storage, and sharing of the site. Joe from Town of Beloit seconded. Carried unanimously. Joe from Town of Beloit motioned to spend \$600 on signs, Ritchie seconded, carried unanimously.

**5. DNR Update:** None.

**6. Other Business:** Wes reported on items he had been working on from the previous meeting. He had gotten a cost on the video training items for Municipal needs (Municipal Products). Joe asked if the cost included updates. It does. Wes needs to respond to them to get on a website. Tim told the group it was a significant savings compared to doing this individually. Ritchie motioned to allow purchase of video training/education items at approximately \$10,018.75, seconded by Joe, approved unanimously. Wes will coordinate with Scott on the invoices for this item.

Wes received correspondence from Waterloo to ask about the use of pickle brine on streets and if the group had any input. Discussion followed on the type of brine the members use. The group will continue to work on their own projects and not have this a priority at this time.

Wes met with Christal Campbell from MAMSWaP to go over activities that the two groups can possibly share. The winter workshop will be discontinued for this year and a more functional hands on type of workshop will be searched for.

**7. Public Comments:** No Public Comments

**8. Next Meeting:** July 12, 2018 9:00 AM in Whitewater.

**9. Adjournment:** Motion to adjourn by Joe seconded by Andy. Carried unanimously at 10:25 PM.