

**Rock River Stormwater Group**  
**Thursday, August 9, 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; Tim Kienbaum, Town of Beloit; Andy Selle, Fort Atkinson; Brad Marquardt, City of Whitewater; Eric Compas, Rock River Coalition/UW-Whitewater, Dan Bekta, WIDNR
2. **Minutes from July 12, 2018:** Wes will work on these. Tabled until September meeting.
3. **Treasurer's Report:** Scott passed out a copy of the Treasurer's Report. Tim W. motioned to approve and seconded by Tim K. Approved unanimously.
4. **Creative Marketing Unlimited (C.M.U.):** Claire and Brendon reviewed the progress report for the past month which had an undesired decline in outreach. The past month however, did have fewer events scheduled. Andy D. (CMU) is planning on tagging on to community event sites to get more exposure. The picture of the mascot as an example, on a site, supporting their event has gotten 300 notices. Tim W. asked CMU to continue doing this as a good way to get involved in community events. Claire will complete the newsletter in the next couple of days concerning hazardous waste. A video will be done. July's feature was an emphasis on the Rock River Basin. The City of Beloit is the next featured community. Flyers for the September 8<sup>th</sup> clean sweep event are out. Registration can occur online. And (CMU) will send an electronic flyer for the community's website.

Brendon went over the decal costs and coaster designs. Discussion followed on using one type of coaster design or multiple and associated costs for this. Distribution at events and businesses was discussed. Andy (CMU) asked if the group wanted to go forward with the decals. Tim W. motioned to purchase 2000 stick on decals. Ritchie seconded. Approved unanimously. Each community will get 100 and the rest will be used at events. Brendon may have them for distribution at the next meeting. Claire expected the banners to arrive possibly today. They will distribute them. Claire went over the coaster designs and cost issues. Andy (Fort) suggested having designs on both sides so there would be a local connection. Tim W. asked if a map of the water area could be on the back. Claire will get a new design for the next meeting. The cost is approximately \$.13 per coaster. The coaster discussion will continue at the next meeting. Andy

(CMU) went over the clean sweep information for September 8<sup>th</sup>. Registration on site and online is allowed. Scott asked if student organizations had been contacted. Andy (CMU) has contacted them. Andy (CMU) will send each community a flyer for distribution. Dan (DNR) will also make this available for distribution at DNR offices. Tim W. discussed that the environmental sciences class at Janesville may get extra credit for participation. Wes will take this to the sustainability office at UW-Whitewater.

- 5. Other Business:** Eric from Rock River Coalition went over with the group, projects they do such as water quality sampling, newsletters, and what the volunteers do. He went over 5 projects they are planning on working on. They are also working on maps to display information in a better manner. They would like to discuss with CMU the use of social media in comparison to the newspaper they send out. Help in funding their projects was discussed. Their educational coordinator, Nancy Sheehan may be able to help CMU with some of the educational/scientific topics of stormwater. Wes told the group we don't have a formal proposal from the Rock River Coalition and this item is for discussion.

The following were asked about for information:

Andy (Fort) asked about possible overlap of services and if this would help in getting more data out or back to volunteers.

Tim W. asked about what roles should be or would CMU do marketing, events, and would the coalition get scientific data, and provide information to CMU.

Tim K. asked if this would get a better distribution of information back to the group. Eric from Rock River Coalition used the mapping effort for delisting streams data as an item/example that could use marketing so people could use information that is collected.

Andy (Fort) asked how this would affect our current contract with CMU. Wes discussed the use of a Memorandum of Understanding and possibly finances per project requested could occur.

Tim W. asked what type of education data (scientific) as extra help CMU would need for distribution for their events.

Eric told the group he was not looking for or expecting funding for all projects. He was seeking some help in funding. He will ask Nancy Sheehan about her ideas for this possible cooperation and the cost of the funding. Andy (Fort) asked for a proposal at the next meeting and for information on the programs Nancy conducts. Eric said Nancy may be able to create some curriculum for classrooms and could be a CMU resource. Possibly a classroom information session for CMU could occur a couple times per year.

Andy (CMU) discussed getting better connections for curriculum programs. They could possibly do a video with Nancy Sheehan and develop it for various age groups, etc. Tim W. asked if this item could be a small

workgroup item. We will send out an email to develop a small subgroup to discuss the possible proposals. The entire group will then get the finalized proposals.

6. **DNR Updates:** The group will get acknowledgement letters on their annual report. General permit information will be out around September 12<sup>th</sup>. Program evaluation reports, if they occurred at your community, will be sent at a later date.
7. **Public Comments:** No Public Comments
8. **Next Meeting:** September 14, 2018 9:00 AM in Whitewater.
9. **Adjournment:** Motion to adjourn by Tim K. seconded by Ritchie. Carried unanimously at 10:30 PM.