

Rock River Stormwater Group: Meeting Minutes

Friday, September 14, 2018

9:00 A.M. Whitewater, WI

1. **Roll Call:** Ritchie Piltz, Beaver Dam; Bill Frisbee, City of Beloit; Tim Kienbaum; Town of Beloit; Andy Selle, City of Fort Atkinson; Jeff Daane; City of Waupun; 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; Evan MacDougall, UW-W CMU; Taylor Brazell, UW-W CMU; Dan Bekta, WDNR; Sonya Hoppes, City of Beloit (guest); Nancy Sheehan, Rock River Coalition (guest)
2. **Minutes from July 12, 2018 and August 9, 2018:** July minutes tabled, August minutes passed (Selle-Kienbaum).
3. **Treasurer's Report:** Scott passed out a copy of the Treasurer's Report. \$66,596.28 ending balance following the 3 payments. Excal videos will be up on the website soon and Wes has physical copies available. Motion to approved passed (Piltz-Frisbee).
4. **Creative Marketing Unlimited (C.M.U.):**
 - Program report: higher numbers than July due to sweep an improved tasks for increased engagement
 - Improved social media metrics in August compared to July - promoting the Sweep event helped but also tagging municipalities and creating original content helped
 - Discussion of social media engagement types and how it was related to event participation
 - Reach- someone "saw picture"
 - Engagement- "liking, comment" - translate into physical attendance
 - Click- going to related link
 - Runoff Rundown
 - Construction runoff is theme for September, City of Beloit is featured municipality
 - October- Leaf collection, Gathering dates for leaf collection with municipalities
 - Sweep- see summary
 - Took place in Beloit, Milton, Whitewater, Waupun, Festival on the Rock
 - Sweep had 130 volunteers with 910 interactions/impressions; 37 trash bags and 20 yards of brush were collected
 - Lot of photos were taken around the municipalities; going to look into a way to share the photos

- Waupun had large number of volunteers from Marquette University and local Boy Scouts
- Successful but start earlier
- Discussion on how to handle potential charged issues
 - Business cards available for handling questions or comments
 - Provide resources on the website for local environmental organizations and municipal contacts for specific questions or to capture the energy of interested people they interact with
- Press- UWW, FB, Milton Courier, Beloit Daily News, JVL Gazette
- Keeping track of volunteers
 - Volunteer contact information was gathered to do follow-up event recruitment and other contacts
 - CMU can help promote related events occurring at municipalities throughout the year
 - Yes: email, pledges, mailing ADD
 - No: but future plans
- Events: Presentation Ideas
 - Discussed upcoming Confluence event on UWW campus and CMU is willing to help assist with promoting the event
 - Introduced some more tabling activities and classroom engagement activities to bring to local schools and events; simple test kits

5. DNR Update:

- a. Discussed CMU Outreach at recent meeting and highlighted accomplishments
- b. Laura Bub is new Stormwater Supervisor; Travis Schrader: waterways and wetlands
- c. Webinar for new MS4 permit happened last Wednesday; new permit will be released April 1, 2019
- d. MS4 TMDL - looking for language to track progress
- e. 11/1 Re-application letters
- f. Lunch webinar coming on Sept 20 on salt - "Invisible Impact"; MMSD technical audience

6. Other Business:

- a. Discussed educating CMU students on stormwater education - creating ongoing training materials.
- b. Discussed integration of stormwater education topics into curricular standards.
- c. Discussed recruitment of new teachers to programs through smaller case studies or success stories; testimonials from teachers and students.
- d. Development of educational "boxes" that fit into their school environment to demonstrate the same concepts.

- e. How can CMU add value to RRC to communicate data collected through stream monitoring to the general public.
- f. Small group will come up with some specific proposals or asks with some cost considerations for Nancy's time and costs.
- g. Wes and Nancy will be participating with others in the Wisconsin ThinkWater School.
- h. Fort Atkinson mural project funding was revisited. RRSg will not provide funds because sponsorship branding is not available.

Additional ideas brought from RRC meeting agenda include:

- i. (RRC to CMU) Education Outreach that Nancy Sheehan would largely conduct
 - i. E.g. Leafpack program; Carry Creek display; Story Map of stormwater and water quality (link to practices)
 - 1. Permanent?
 - 2. Case study?
 - 3. Remove teacher- provide toolbox
 - ii. Targets: K-12, new monitoring training, general public
- j. Expansion of phosphorus monitoring
 - i. Increase number of sites: expand temporal sampling into fall [SCHEDULE A CALL]
 - ii. Relationship to stormwater/leaves, etc.
 - iii. Targets: base information for multiple constituencies
- k. Supplement new mapping effort
 - i. Visualize water quality data (both RRC and DNR to CMU); basin report cards; embed on both RRC and RRSg websites
 - ii. Targets: general public
- l. Help fund outreach position with RRC (RRC to CMU)
 - i. Extension of the newsletter to digital media
 - ii. Working with CME at UWW
 - iii. Targets: general public

❖ **Public Comments:** Rock River Coalition 2018 Confluence: a conference for volunteer stream and lake monitors (Date: Saturday, November 10, 2018 – 9:00am – 3:30pm; Location: UWW)

7. Next Meeting: October 18, 2018 9:00 AM in Whitewater. Note change to Thursday this month.

8. Adjournment