

Rock River Stormwater Group
Thursday, October 18, 2018
9:00 A.M. Whitewater City Hall, 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; Tim Kienbaum, Town of Beloit; Andy Selle, Fort Atkinson; Dan Bekta, WIDNR; Samantha Rennie, UW-W CMU.
- 2. Minutes from July 12, 2018 and September 14th:** Motion to approve by Ritchie, seconded by Andy from Fort, carried unanimously.
- 3. Treasurer's Report:** Scott gave the group the monthly report. Interest income was included. Currently we have no outstanding invoices. Motion to approve from Andy from Fort. Seconded by Tim. Approved unanimously.
- 4. Creative Marketing Unlimited (C.M.U.):** Brendan went over the progress report (attached). Andy introduced Samantha from CMU, She will attend meetings and help with events and CMU functions. There were fewer posts in September than in August because August had a central/main event. Andy from Fort asked if the age groups could be determined for the posts, twitter users, etc. CMU is also using GIFs. Andy from CMU said to try this to find out some of the user's ages. CMU can try a social media video with the public and try and get a response from them to see how they use items in the video related to water. Promotional items could be sent if they send responses. Also, emails with videos could be shared on users's Facebook pages, etc, on how or why they protect waterways. Ritchie and Andy said CMU could use their municipal crews for these videos if CMU wanted. The videos would be about 30-60 seconds long. Wes asked if CMU could do a Rain GIF (animated video). CMU had considered this for a Halloween type of video. Andy from Fort asked if more serious scientific or non-cartoon videos could also be included. CMU said they can be. Brendon said Instagram may also be used so there could be multiple videos for more audiences.

The Runoff Rundown October issue has been sent out. Town of Beloit is the upcoming featured municipality. UW-Whitewater has the Confluence Conference on November 10, 2018. CMU is still scheduling events for 4th and 5th grade classes when possible. Wes asked if the RRSRG could be provided with a schedule of planned events. CMU will have a trivia night on December 2, 2018 at the Rock County Brewery as a trial event. They will ask water related questions to the patrons. Prizes will be provided. The link for the educational materials for municipalities will be sent out. These can be used for training

municipal employees. Recordings of the trainings can be used for each municipality's DNR Annual Report. Leaf collection schedules were discussed. Andy from Fort asked if CMU could work on some videos, etc. to show the legitimacy of storm water awareness. Something to show the comparative value of storm water so people understand its comparative importance to streets and other municipal and state expenses. Tim asked if we could get a summary of the events for our annual reports. Wes asked if the agendas could be on the Website. Andy from CMU can work on a buildout for these resources. Andy from Fort asked if an item like a 10 slide presentation could be made to show councils or commissions what the storm water group does. Tim asked if we could get the event reports before the end of the year or as they happen. Brendan will work on getting out more information.

5. **DNR Updates:** Dan Bekta is working on the internal draft of our next permit. He talked about the RRSB and CMU education program at the state DNR meetings. Reapplication letters for storm water permits have been sent out.
6. **Other Business:** Wes had applied for a water training session. He will report back the group on the session. Wes has not gotten proposals from the Rock River Coalition yet.
7. **Public Comments:** No Public Comments
8. **Next Meeting:** November 29, 2018 9:00 AM in Whitewater.
9. **Adjournment:** Motion to adjourn by Andy from Fort. seconded by Scott. Carried unanimously at 10:03 AM.