

Marengo River Watershed Partnership Project
Citizen Involvement Team Meeting
Wednesday, January 20 4-5:30pm
Bad River Watershed Association, Ashland

Agenda

1. Introductions
2. Recap from December MRWP meeting
3. Communications Strategy
 - a. Goal and Objectives
 - b. Target audiences
 - c. Messages
 - d. Schedule of Outreach/ Opportunities for Citizen Involvement- when and who?
4. Mailing to Watershed Residents
 - a. Target audiences- who do we have mailing list for?
 - b. Messages
 - c. Content
 - d. Timeline-
5. Action Steps
6. Next meeting

Communications Strategy Summary for Citizen Involvement and Outreach for the Marengo River Watershed Partnership Project

Goal: Maintain and improve the health of the Marengo River Watershed by investing local citizens, governments, and agencies to create a Watershed Action Plan.

Objectives:

1. Build awareness of watershed pollution issues and potential solutions.
2. Provide information on the Marengo River Watershed Partnership project and Watershed Action Plan.
3. Encourage citizen participation in the MRWP project, provide opportunity for citizen input to Watershed Action Plan, and get project buy-in from citizens.

Target Audiences and Messages:

- General watershed residents and all audiences:
 - o We all have the responsibility to care for water.
 - o Keep the land around our lakes and streams healthy for our children and future generations.
 - o Help protect water quality and your investment.
- Private woodland landowners
 - o Good forestry practices means good wildlife habitat, and good hunting and fishing.
- Farmers
 - o Good agricultural practices protect quality of life, save money, and protect water quality.
- Local officials
 - o Good land use decisions protect quality of life (rural character), property values, and water quality.
- River riparian owners/ Lakeshore property owners
 - o Clean water is good for lake recreation.
 - o Help protect water quality and your investment.
- Outdoor recreationists
 - o Protecting water quality means preserving recreation opportunities.
- Foresters/ loggers/ mill owners
 - o Good forestry practices will benefit local businesses and protect water quality.