

Marengo River Watershed Partnership (MRWP) Project
Citizen Involvement Team Meeting
Wednesday, January 20, 2010, 4-5:30pm
Bad River Watershed Association, Ashland
Meeting Notes

Attendees:

Valerie Olinik-Damstra, Ruth Oppedahl, Bill Heart, George Bussey

Valerie welcomed the attendees and started the meeting with a recap of what was discussed the last time the Citizen Involvement Team gathered at the MRWP meeting on December 16. At that meeting, target audiences in the watershed were identified as well as potential outreach events that would allow citizens to participate in the MRWP project and provide input for the Watershed Action Plan (WAP). The group identified a watershed-wide mailing as a priority activity to introduce citizens to the MRWP project. Content of the mailing was discussed in more detail at this meeting.

Communications Strategy:

Valerie shared with the team a draft Communications Strategy that identifies the audiences, messaging, and potential events or opportunities for citizens to participate in the MRWP project in addition to receiving a mailing.

Additional ideas to incorporate with the messages to citizens:

- Creating a vision for the future
- Developing a Watershed Action Plan to improve the health of the watershed for our children and the future
- Relating watershed health to protecting our drinking water, since most residents get their drinking water from wells
- Clean water for health

Other event and outreach ideas that were discussed:

- Bill could lead a canoe trip
- WDNR fish shocking demonstrations
- Reaching out more to the town boards and discussing road issues and the connection of roads to water quality- are there issues that can be addressed in the WAP?
- Partnerships and outreach to schools and 4-H in the watershed
- BRWA participate at local TU fundraiser with display for MRWP project
- Display at county fairs

Valerie will be working with Matt Hudson to develop a calendar of events that will include opportunities for each target audience to participate.

Watershed Mailing:

The team discussed the watershed mailing and what form it should take. A brochure for the Marengo River Watershed was developed for the Lake Superior Binational Program, and a draft of that was looked at to see if there was anything that we could use for the MRWP mailing. The watershed-wide

mailing will be in a newsletter format, with articles provided by members of the team and others that Valerie will talk to. A goal for the newsletter is to include articles that will resonate with each of the target audiences that were discussed previously. While a main part of the newsletter will introduce citizens to the MRWP project, a theme will be “watershed protection and what you can do.”

Other features of the newsletter identified were:

- Good watershed map with roads, villages, other points of reference
- Black and white, to be less costly than color, front and back. Can print at BRWA office if black and white for minimal cost.
- Mailer card or tear-off piece for citizens to mail in response with concerns or project ideas for the WAP
- Events calendar with MRWP meetings and additional opportunities for citizens to participate in the project

Target date for the mailing is March 1. Another newsletter will be compiled and mailed out in the fall towards the end of the project.

Action Items:

Bill- develop logo for newsletter, price quotes from Heart Graphics, work with Valerie on layout

Ruth- article for woodland landowners- by Feb 3

George- article on future of the watershed, conservation as our legacy- by Feb 3

Valerie- work with Bill on layout, contact Tom Fratt for article on agricultural practices (no-till drill), assemble mailing list, finalize list of events and dates

CI Team will communicate about the newsletter via email exchange. A future meeting was not set at this time and is TBD. Meeting concluded at 6:00pm.