

**Meeting Summary**  
**AOC Citizen's Advisory Committee – OUTREACH**  
12/10/2013  
UWGB

Participants: Dotty, Kathy, Vicky, Janet, Bruce, Patricia, Angela, Annette  
Facilitator: Julia

**Agenda**

- 1) Intros, Agenda, Ground Rules (15 min)
  - Citizen Climate Lobby (Pat)
  - BLRPC – e-newsletter – good source of information for grant funding (Angela)
  - Media response to AOC publicity – handout (Bruce)
- 2) State of the Bay Report - complete and currently going through a copy edit at SG; SG will be doing a press release and will host the report
  - **Will there be an executive report? Julia to find out**
  - SOB will provide a summary of important data and trends of interest in AOC and includes whatever data is available
  - The purpose of the report is to track changes over time (e.g. impairments)
  - Maybe shouldn't be a top priority for this group, but key points in SOB could be incorporated into the key messages for the AOC
  - Many of the Edge of the Lakes Lecture Series topics came from the SOB and RAP
  - The report tries to get at the status of the BUIs
    - Could pull out info that impacts BUIs and use to craft BUI messages
- 3) Bay Beach Restoration – making Bay Beach swimmable
  - Need to verify economic benefits
  - BUIs involved include: 1) Beach closings and 2) Degradation of aesthetics
  - Beaches that are being monitored include: Longtail, Bay Beach and Communiversity
    - Longtail and Communiversity are not really considered swimming beach though
  - Having a difficult time with the City of GB – concern that the action plan is not realistic and there will be public pressure to move forward on it
  - What is the realistic timeline?
    - Healthwise, it could be opened right now, but the primary limitation is \$
    - Would it be helpful for group to talk to GB about water quality? BLRPC is sensitive to the concerns of GB and primary interest is keeping them as a partner
  - This group should focus on water quality issues and let the technical and engineering folks take care of the designs and plan
  - Bay Beach Restoration is one of the primary goals of the RAP
- 4) Educate Legislators
  - In communicating with legislators, it is important to pause and listen to them
  - Need to focus on key messaging and learn how to communicate with them
  - Economic benefits are important to them
    - \$31,000/day for every day a beach is open
  - Public Health Department holds “Legislative Breakfasts” (1-2/yr) – breakfast and presentations with a Q & A

- Provides a relaxed atmosphere where they are not challenged
    - Would the PHD possibly sponsor an AOC health topic? Yes, maybe (Pat).
  - DU does the “Legislative Day” in Madison
    - Bruce could ask Brian (**who is this?**)
  - Get the Legislators on the water in AOC
  - Legislators as key audience in developing messages
  - Important that we develop messages so that the media will grab on to them
  - Need to target very broadly
  - Conservation Lobby Day – should look into getting on the agenda
- 5) Developing key messages & audiences for the BUIs
- Process for identifying messages
  - State problem and include action items (short phrase/sentence)
  - Identify the 5 (arbitrary #) most important problems/challenges to delisting the impairments
    - Use ‘Restoring’ BUI – Need to be POSITIVE in our messaging
  - Use recent DNR documents as resources
  - Identify which are the most important BUIs to delist
  - Water quality remains an issue --Keep messaging simple
  - Need to talk to ag (dairy) producers
    - TMDL development outreach team identified crop consultants as an important audience
  - There are outside resources for key messages
  - Looks like there is a need to review BUIs
- 6) Moving forward
- What would this group like to move forward on?
    - Need more discussion about Bay Beach restoration and how this group fits in, but there is interest in working on this
    - A lot of energy from the group about developing key messages for legislators and planning events around this audience
- 7) Wrap-up & next meeting (planning stages!)
- Expand meeting to 2 hrs