

Meeting Summary
AOC Citizen's Advisory Committee – OUTREACH
11/11/2013
UWGB

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

Goals of the meeting: Laying the ground work outreach by:

- 1) Discussing the role of the CAC in outreach efforts and defining the scope of work by identifying constraints and/or limitations of the group's capacity and resources;
- 2) Brainstorming target AOC audiences and outreach effort ideas
- 3) Linking it all together and prioritizing outreach efforts moving forward

1) Scope of Work -- What Can We Accomplish? What do we want to achieve?

- Chad reviewed charter and acknowledged the many efforts and projects that are going on in and around the AOC
- Several folks mentioned the a gap in a central group that is helping to organize/coordinate outreach efforts and the need for making connections to other groups doing work in the AOC
- There is a general education and communication gap about AOC and its problems
 - Dealing with complacency
 - Need a grassroots efforts with citizens in order to effect change
 - Messaging needs to be crafted at a first-grade level; figuring out what language resonates with public at large
- Forming a watershed group or "Friend of the Bay" 501(c)(3)
 - Look to St Louis Estuary as a model
 - Could help with fundraising

2) Brainstorming Audiences & Outreach Efforts

- Audiences:
 - Media outlets/general public
 - families (parents/youth)
 - local elected officials (municipal/county)
 - landowners (urban, rural, ag)
 - citizen-based groups (DU, TU, Faith, etc)
 - Business leaders
 - Community leaders
- Outreach efforts
 - Targeting potential funders to support AOC outreach/projects
 - Educate legislators (local/state)
 - Booth for events (signs, posters, display)
 - State of the Bay Report (summary, ppt, handouts)
 - On the Bay outings (kayak, Foxy Lady)
 - Education of Best Management Practices/strategies that minimize nutrient loading (fertilizers, manure)
 - Develop Key audiences & messages for each of the 13 BUIs
 - Bay Beach Restoration (public awareness campaign, debunking beach myths)
 - Community forum on water-related issues

3) Linking it all together

- Discussion and rating of time effort and resources for each outreach idea
 - 1 = easiest; 2 = moderate; 3 = most difficult
- Group voting and prioritizing of outreach efforts -- What does the group value?

Outreach/Education Idea	Effort Needed (1 = easiest; 2 = moderate; 3 = most difficult)	Voting Point Total
Develop Key audiences & messages for each of the 13 BUIs	2	13
Bay Beach Restoration	2	11
State of the Bay Report	2	11
Educate legislators	1	10
Community forum on water-related issues	1	6
Targeting potential funders to support AOC outreach/projects	3	2
Education of Best Management Practices/strategies that minimize nutrient loading	3	1
Booth for events	2	0
On the Bay outings	1	0