

Citizen Advisory Committee Meeting Notes

Lower Green Bay and Fox River Area of Concern

April 17, 2014, 3:00 – 5:00 pm

Green Bay Metropolitan Sewerage District Training Room, 2231 N. Quincy Street, Green Bay

Attendance

Jim Jolly, Chuck Larscheid, Laurel Last, Julia Noordyk, Annette Pelegrin, Bruce Deadman, Janet Smith, Angela Pierce, Pat Finder-Stone, Nic Sparacio, Jeff Mazanec

Meeting Goals: The focus of the meeting is preparation our first outreach event, the Foxy Lady Boat Tour which is tentatively scheduled for ~~Monday, June 9th~~.

AOC Foxy Lady Boat Tour 2014 (General Discussion)

June 9th will not work for Chuck and Bruce. Since Chuck is our tour narrator, we have to choose a different date. June 16th is a possibility. As far as the time, Nic suggested 3-5 pm may work best for city officials.

Date: ~~Monday, June 9th~~ (tentative) 2 hours-late afternoon/evening tour, 137 people max

Who will be invited?

- Elected officials
- Community leaders
- Neighborhood associations
- Media

Purpose of boat tour-

- Help people realize the economic and social value of our local freshwater resources
- Motivate people to understand that their actions make a difference in water quality
- Empower people to take action to protect our local waters.
- Ask elected officials and community leaders to support local efforts for clean water and improved habitat

Group name and logo ideas (Julia)

Sea Grant designers came up with a list of names. Top choices were

- River & Bay Alliance: Working for a Clean Green Bay.
- Clean Bay Backer

Discussion of whether this is a new name for our group or the name of a campaign. Bottom line, we need a name to put on outreach materials. We conducted a thumb vote

**R&B Alliance: 4 up, 2 down, 4 sideways; Clean Bay Backer: 5 down, 5 sideways

A later discussion of the name, rather than the word "alliance" we should use "advocates."

Vote: Alliance (2), Advocates (8) (Note: "advocate" is in our Charter under Purpose.)

So the preliminary name is **River & Bay Advocates: Working for a Clean Green Bay.**

Logo ideas: Fish-pike, walleye, perch; Bird-mallard duck, scaup, Caspian tern

Brainstorming session (Laurel)

Boat tour route-Lower Bay and up the river to the Mason Street Bridge

What do we want to point out on the tours?

Cat Island	Fishing Tournaments	Ag Runoff-East River
Long Tail	Phosphorus Loading	
Bird Island-Lone Tree Is.	Commercial sites	State of the Bay
Dredging Line	NEW Water	Economic Value of Port
Renard Island	Public Access	Leicht Park
Pike Restoration	Green Bay waterfront	Ace Marine
Point Sable	Development	Restoration Projects
Beaches	Bay Beach	GLRI

Notes: We need legislative support for sustainable movements in the Ag Community. It is a \$5.7 Billion industry in Brown County alone. We have to budget our narration time-community leaders have to remember the "sound bites."

Project work time (Committee Members)

Committee members self-organized into workgroups, to complete group goals for the day

1. Narrated Tour Workgroup (Chuck)

Goals for today

- Finalize routes
- Select points of interest from brainstorming session
 - Great idea for a map of the tour route
 - Need to further develop the points-GB waterfront, commercial ports, dredging numbers
 - Great idea about after the event-people can go to Hagermeister, hang out at City Deck, and park at city ramp. Invitation can be a get in ramp free card
 - We can ask Vicky Harris to be the emcee, give welcome. Julia can make outreach comments
- Check with outreach group for on-the-water messages related to the AOC
- Begin to outline script
- Is an outside sound system needed?

2. Invitation List Workgroup (Pat, Kathy)

Goals for today

- Create Draft Invitation List
- Elected officials Community leaders
 - Press
 - Office of the Great Lakes
- Neighborhood associations
- (Nic-city committee assignments are changing and he will get us an updated list in the next 2 weeks)

3. Media Plan Workgroup (Bruce)

Goals for today

- Brainstorm Media Ideas
- Outline Media plan

4. Outreach/Giveaways Workgroup (Julia)

Goals for today

- Define documents and items (drawstring bags, metal water bottle, hat, brochure)
- Begin to outline content & design work (content will be simple messages about the BUIs, quotes from projects, what is the group about?)
- Map of tour with numbered items-Laurel
- Think about surveys
 - 3-5 questions while on the boat
 - Baseline data about the target audience-purpose: to target future messaging
- Sea Grant will provide administrative help for RSVPs, invitation e-mailings

Workgroups reported out & evaluated-does the timeline seem reasonable? Timeline will be very tight and save the dates will have to go out May 2nd. Need to re-evaluate timeline.

Other announcements and key dates (Committee Members)

Jeff Mazanec is Group Leader for "Send your Legislator Down the River Canoe Trip." We had a discussion about reserving DNR canoes and selecting a date for this event. For a variety of reasons (NEW Paddlers event, post-primary election August 12) we decided Monday, August 18, 2014 would be a good target date. Jeff will check on reserving DNR canoes for that date. (25-30 possible people)

Next meeting-Thursday, May 15, 2014

Workgroup members should communicate and/or meet before the next meeting in order to complete timeline tasks, as needed.