

Citizen Advisory Committee Meeting Lower Green Bay and Fox River Area of Concern

May 15, 2014, 3:00 – 5:00 pm

Green Bay Metropolitan Sewerage District Training Room (2231 N. Quincy Street, Green Bay)
Polycom phone number (920)438-3089

Meeting Goals:

- Improve understanding of CAC purpose vs branding name
- Make a decision on a name and/or tagline for outreach materials
- Provide members an opportunity to discuss each project, and adjust project timelines, if necessary

Attendees

Annette Pelegrin, Laurel Last, Julia Noordyk, Pat Finder-Stone, Dotty Juengst, Jim Jolly, Mike Bryant-via Polycom, Bruce Deadman, Jeff Mazanec, Stefanie Stainton, Vicky Harris

Committee Purpose & Names on Outreach Materials (Laurel Last, WDNR & Julia Noordyk, Wi Sea Grant)

Julia provided a brief recap of related discussions from the past few CAC meetings and outreach subcommittee meetings regarding support grants and funding. At the time the funding was approved, Julia offered to take the lead on promo items. The timeline was originally June 9th for the Foxy Lady tour, which was an extremely tight timeline. There was no budget for design work in the support grant. Therefore, Sea Grant agreed to do the design work. Julia contacted the DNR Office of the Great Lakes (OGL) about OGL approval of the design, and was told that they only wanted to review the end result. Julia studied the messaging from old Bay Renaissance Group notes. Julia looked at many things with the Sea Grant communications team, like other groups in our area, other AOC names and logos. Sea Grant did a brainstorming session and came up with two names: “River and Bay Alliance”—with the tagline “Working for a Clean Green Bay”—and “Clean Bay Backers.”

Julia presented the two names to the CAC for a vote at our last meeting. There was some confusion and discussion over whether this was to be a new name for the committee and how it fit in with the group’s purpose. Julia confirmed that this was not intended to change the name or purpose of our group, which is the DNR’s Lower Green Bay and Fox River AOC Citizen Advisory Committee. The name is for branding and outreach only. The committee members then voted, choosing “River and Bay Alliance” over “Clean Bay Backers.” Most members felt that the word “Alliance” did not fit the group well, however, and chose to replace it with “Advocates.”

After the meeting, Julia worked with the Sea Grant team to create a logo to go along with the new name. Unfortunately, it turns out that the DNR will not approve the use of the word “Advocates” in the CAC’s outreach materials due to its political connotations. Laurel found out after the meeting that, due to the funding source (GLRI) and the CAC being a DNR-formed group, the DNR OGL would not accept “Advocates,” and the group would need to choose a different name for this outreach campaign.

Julia passed out the logo design, which features a kingfisher/water design. The committee had very positive comments about the logo and started thinking of an alternative word to

“advocates.” A brainstorm revealed “heroes,” “backers,” “champions,” “avengers,” “guardians,” “water keepers,” “protectors,” “supporters,” “defenders,” “stewards,” and “advisors” as possible alternatives. The top 3 words were “Stewards,” “Backers,” and “Champions.” Clean Bay Backers is one other option. Laurel will check with DNR about these words and Julia will send the options and logo to the full CAC via e-mail and get their votes.

Support Grant Planning (Laurel Last, WDNR)

Foxy Lady Tour (Laurel)—Chuck is working on the narrative. Chad checked into policies and dates. Subsequent to last month’s meeting and an e-mail discussion with all CAC members about conflicts with the original June 9th date, the tight timeframe, and amount of planning and work that would be required, the date was pushed back to September (final date TBD).

There was a general discussion about holding the Foxy Lady event and canoe event so close together. One benefit would be that we could advertise together and let people decide what event they’d want to attend. For the canoe event, wind and canoe distance would be a concern for narration. We could potentially be escorted by a Sheriff’s department water patrol or DNR warden boat. We are potentially talking about 2 voyager canoes, a boat with sound system nearby, possibly a media person. Matt Kriese and Jeff would each be in a boat. Foxy Lady Tour and canoe tour would be 2 different events at 2 different sections of the river. The canoe route would be started at Bomier Park, go through the lock, and then go below dam, then end no further than Zellers. For these events there will be 2 different learning focuses, 2 different audiences. We need a list of intended features to be viewed for each event. For the Foxy Lady Tour, we already have sub work groups working on Invitations, media, tour route, map.

Laurel noted that the DNR gave the ok to put one event off to spring 2015. There’s a general problem about the workload of trying to put both events on within a month. Legislators might like the Foxy Lady Tour better because of media. The CAC had a general discussion about dates for 2 events. A personal approach to inviting officials to a canoe event would be needed to get them to attend with some constituents. We need a different invitation strategy for the canoes. The Foxy Lady Tour is a nicer way to go as a beginning tour. One other consideration is that the media may not want to attend both events.

Canoe Tour (Jeff Mazanec, NEW Paddlers)—Based on today’s discussions, the CAC would like to change the canoe trip to a pilot CAC trip with possibly asking a few legislators to give us tips on making a future event more successful. This would give us insight and time to work on talking points and a script and find out what is important to legislators and to learn more about how to meet their needs. We could start out with inviting some legislative aides.

Kayak Events (Annette)

Our group is sponsoring six kayak tours for the public through Barkhausen. The dates are

June 20th @ 1 pm

July 12 @ 9 am

July 21 @ 4 pm

August 16 @ 9 am

August 21 @ 4 pm

September 13 @ 9 am

Matt Kriese of Barkhausen will send out a press release and take registrations through their regular channels. \$10 will be required at registration in order to reduce no-shows. Registration form includes a request for e-mail addresses so we could do a follow-up survey to gain

feedback. Dotty will help Annette with the follow-up surveys. AOC talking points were provided to Matt to provide AOC-related information to kayakers. AOC information will be handed out to participants also.

Outreach Materials (Julia Noordyk, Wi Sea Grant)

Will discuss at next AOC Outreach Subcommittee on June 5th at 10 am.

Other announcements and key dates (Laurel and CAC members)

None