

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

June 19, 2014, 3:00 – 5:00 pm

WDNR Service Office, Lake Michigan Room, 2984 Shawano Ave., Green Bay

Meeting Goals: The focus of the meeting is preparation for our two outreach events, the Foxy Lady Boat Tour and Canoe Tour.

Attendees

Annette Pelegrin, Laurel Last, Jessica Schultz, Pat Finder-Stone, Julia Noordyk, Jeff Mazanec, Chuck Larscheid, Angela Pierce, Vicky Harris, Stefanie Stainton, Kathy Lefebvre, Beth Olson, Nic Sparacio

Status of each Support Grant Project or Subgroup

Foxy Lady Tour (Laurel) The date is set for Tuesday, Sept. 16, 2014 and the event will start approximately at 3:45. We have to consider the bridge closing schedule, so Chuck will call Foxy Lady to determine timing. Parking—we'll have to inform Nic and he will coordinate parking with the city. Bruce announced the Foxy Lady tour date to attendees at the Cat Island event today.

- **Narrated Tour (Chuck)** Chuck worked on the itinerary and how to best schedule the time we have on the boat. We have 2 hours to tour, maybe 1 ½ hours talking. We need time between to ask questions. Brainstorm from CAC: Chuck has 17-18 talking points like paper mills, facts on L Bay & Fox, Clean Water Act, Bay Beach, GBMSD outfall, breeding birds, etc. We should add in major restoration projects, nonpoint source pollution, dredging, historical context like filling in lowlands, Renard Island, Fox River PCB cleanup. We may need a microphone on the Foxy Lady. We should consider points of interest on a map if people can't hear, possibly a giant map on boat. Laurel can help with the map. One option is to borrow maps from Mark Walter. We should consider having someone on the upper deck. Keep in mind, the Legislators want to know "what does this mean to me and what do you want me to do about it?" Need to answer these questions in the script. BUI charts are needed. Key messages need to go into the narrative. Keep it simple; bring in cost components. Place charts on sidewalks prior to boarding. Chuck planned to narrow things down today on all the talking points, however, we did not have time to break out into workgroups.
- **Invitation List/Invitations/Calendar (Laurel)** A draft Invitation list was handed out and a very lengthy discussion arose about invitees, targeted audience groups. For example, business people on the tour may compete with our key messages about the AOC and dilute our message to community leaders/elected officials. It was suggested that there are too many different groups on list. Need to be selective and also invite elected officials and media first. Remove some business leaders. Much time was spent reviewing invitees, adding and subtracting individuals. It was suggested we add more community staff: public works director, finance director, port director, etc. It will be very important to have CAC members on the boat. Add some higher-level DNR personnel, bring conversations back to water at all time. We could invite DNR ambassadors, DNR plus one, CAC plus one. Add community staff from local municipalities, parks, county departments. We could send a save the date e-mail by June 30th, possibly July 2nd. Laurel has a calendar schedule for save the dates, rsvp's, etc. Most of the meeting was spent on this topic.

- **Media Plan (Annette)** Bruce, Nic, Annette, and Pat had a media planning meeting on June 2, 2014. Key messages are needed for the press release. Great brainstorm suggestions came from the CAC and included get a GB Packer to attend, have a press conference before elected officials get on the boat and or after the tour, since they could get on nightly news. The press won't have time to go on the whole tour. The media needs talking points and a press packet to read when they get there.
- **Outreach Materials (Julia)** We reviewed the new logo with the new name Clean Bay Backers and all in attendance approved. We'll work on a pamphlet and simplified BUI messages at our next AOC Outreach meeting (July 1, 2014). Today we planned to work on key messages related to who we are (CAC), our primary goals and efforts, but we did not have time to work on this task today.
- **Feedback survey (Annette & Dotty)** We did not have time to address this task today.

Canoe Tour (Jeff Mazanec, NEW Paddlers)—The DNR approved changing our audience for the canoe trip from an elected officials audience to a pilot CAC trip with possibly asking a few legislative aides to give us tips on making a future event more successful. Annette, Jeff and Matt Kriese met on June 10th to further plan this outing. Boats have been confirmed, Brown County is fiscally and legally responsible for this canoe tour. The logistics were worked out with Matt with transporting canoes. We'll meet at Fox Harbor, a Lamers Trolley will shuttle us to Bomier Park. We'll launch from there and land at Zellers. Talking points would include the Historic Lock, navigations, and improvements worth noting. We can accommodate 16-18 people max. Date: August 18th, Monday evening 3-6 pm. Invitation/Save the Date: Annette will send out. We need to designate certain individuals to narrate this event.

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. Most of the dates are filled, except the last one in September. Matt Kriese sent out a press release and received registrations through Barkhausen's regular channels. \$10 was required at registration in order to reduce no-shows. AOC talking points were provided to Matt to provide AOC-related information to kayakers. Annette assembled and dropped off AOC information packets to Barkhausen (AOC folder with DNR articles, documents, and an AOC lanyard in each) that will be handed out to participants. Hopefully Matt can take some nice photos we could use for our outreach brochures.

We ran out of time and did not have project work time, report back time, or other announcements and key dates.