

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

October 16, 2014, 3:00 – 5:00 pm

NEW Water, 2231 N. Quincy Street, Green Bay

Meeting Goals: Celebrate our outreach success and discuss the future direction of the group.

Attendees

Annette Pelegrin, Megan O'Shea, Julia Noordyk, Chad Cook, Janet Smith, Bill Hafs, Nic Sparacio, Dotty Juengst, Angela Pierce, Vic Pappas, Kathy Lefebvre, Pat Finder-Stone

Debrief about CAC-Sponsored Events

Foxy Lady Tour, September 16, 2014 from 3-6 pm

- **Narrated Tour** Speakers were awesome. There was a good balance between networking time and speaker time. Happily surprised to see the audience engagement when someone was speaking, a huge bonus. Overall a fantastic event and CAC members recommended we should do it again possibly with the business community as a target audience, as suggested by Jeff Mazanec. Many elected officials had time to engage and network. It was a memorable experience. The biggest surprise was the high number of people engaged in speakers and topics.
- **Invitation List/Invitations/Calendar** Our target audience of elected officials and community leaders made up a large percentage of people on the boat, largely due to CAC members who brought great names for the list and followed up with calls. Huge part of success was getting people engaged –our CAC members have great community ties. Follow-up emails and parking instructions helped a lot. Attendee Travis Olson of WCMP said it was the best outreach event he's seen in 20 years. A well-organized event is key to getting people back to a subsequent event.
- **Media Plan** The Sunday edition, front page Press Gazette article was the best way to top off the event. People in leadership roles keep changing and it's important to continue to reach out on a regular basis. We had great media response. The press was on board for the full 2 hours and they used that time to gain in depth coverage and to get interviews.
- **Outreach Materials** One attendee from the DePere area noted that the map had stars up to DePere, but we didn't go that far up. Map should have had list of speakers on the back, along with a few sentences about the topic. The on-board media was looking for that list.
- **Feedback survey** The giant touchscreen was interesting technology along with the iPads. We received 39 completed responses from our target audience, 23 respondents would be willing to talk with us in more detail. Preliminary Survey Results:
 - Top valued characteristics of the river and bay were health and safety, recreational opportunities and their effect on local economy. It was a small sample size, but great starting point for discussion, and we could separate questions into river vs. bay.
 - Biggest audience-perceived threats to the river and bay: loss of soil and nutrients from farm fields-runoff (keep in mind-Urban responses vs. rural). It was surprising to see the perception of a bacteria threat (actually not true, it's a misconception), and invasive species.
 - How often and from where do you see information about the river and bay? Once per week, from WDNR, GB Press Gazette. We noted that elected officials take the time to read the paper, and we need to find out what is DNR delivering-Web

- information?
- Best way for elected officials to be informed are public events, internal meetings, and social media.
- **Lessons learned** Start planning way ahead of time. The Foxy Lady boat sound system is upgraded and works well for this type of event; there is a screen upstairs. There was a lot of trash on shore prior to event but thankfully, Nic picked up trash the day before! The city needs to keep it clean around the boat. We needed a list of speakers, contact information and synopsis of their topic. Follow up can be a strength; we can follow up now that we have their attention, how often-monthly? (News from the Clean Bay Backers). Our 13 speakers could send in their topics and send them out monthly, or provide an update on some issue we talked about. That way we can build on a successful event.

Canoe Tour August 18th, 2014 from 3-6 pm. This event was a pilot CAC trip to investigate a possible outreach event. DNR Voyager canoes were reserved and used. Brown County was the fiscal agent for this canoe tour. Matt Kriese transported the canoes from Navarino. We met at Fox Harbor, a Lamers bus shuttled us to Bomier Park, we launched from there and landed at Zellers. Talking points included the Historic Lock, habitat, and improvements along the shore. We used UW-Extension's portable microphone to narrate this event. Comments: It went great for us, but we'd have to figure out which targeted audience is appropriate. It was great to get out onto the river; it was green and we could see the algae up close. Do we want to proceed with an event in the future? It was suggested a different event, like the kayak events would be better. It was also suggested that we don't go any longer than the distance we went - two hours was long enough.

Kayak Events Our group sponsored six kayak tours for the public through Barkhausen. The dates were June 20th @ 1 pm, July 12 @ 9 am, July 21 @ 4 pm, August 16 @ 9 am, August 21 @ 4 pm, September 13 @ 9 am. All of the dates were filled with participants (still need a total for the September date). 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 with AOC information packets which included an AOC folder with DNR articles, documents, and an AOC lanyard in each.

CAC Direction for 2015

Megan's updates: What's coming up in the next year?

- RAP Update Plans-Megan is working on the update. Her goal is to have a draft ready for comment in early November and she will share a link for anyone that wants to review it. The intent for the RAP update is to communicate ultimately with EPA and lets them know - this is where we need to go and these are our future needs.
- Support grants update-There will be funding changes for outreach projects; they will no longer be competitive. This year the process is different so that the distribution of funds is more even. The DNR central office in Madison will provide CAC support grant coordination, publications, flyers. Megan will work on some more of the technical aspects and someone else will help with CAC outreach projects. We will need Megan's approval for routing education and outreach project proposals. Monitoring grants will still be semi-competitive.

The AOC program has been evolving and we have a great opportunity with GLRI funds. What is the best way to make progress? Fox R. cleanup is progressing; we still have money for CAC support dollars, monitoring, and habitat. How does it impact our group? What will be different, more money, less money? It was explained that the funding source is federal GLRI, to EPA, (to

other federal agencies USGS, UWFWS), to Wisconsin DNR, then to grantees. In June 2015 UW-Extension funding ends for AOC. Extension's funds for AOC work don't come through DNR, like a lot of other funds.

Bay Beach Project-Angela explained the status of the Bay Beach project with Bay Lakes Regional Planning Commission. Our CAC voted to work on this as part of the CAC starting at the next meeting in November. Angela is meeting with Friends of Bay Beach soon. Angela needs an action plan by May and would like our input. A GLRI grant already addresses phragmites. Timeline depends on how much can be done and how much funds are available. It was noted that this project is directly related to AOC-the BUI related to beaches.

Role of the Group-the DNR role will change. Megan can no longer convene the group, especially if the group wishes to meet more often, but will still work with the group to get their input on AOC issues and topics. We can use a support grant to fund a UW-Extension type role for someone to continue supporting the group. The CAC had a discussion and explained that for the boat tour and media coverage, the hope was to spur activity to move forward to delist the BUIs. Megan will primarily be working with technical stakeholders on some of these issues, but would continue to seek the CAC's input, especially regarding education and outreach types of activities that are helpful for the AOC. The group should begin thinking about what they would like to do with education and outreach for 2015. To do that we need direction from the DNR. Chad offered to help lead the group through the process of figuring out our direction. A legislative breakfast was suggested where we would focus on issues, not politics. CAC members asked about Habitat and Biota Groups. Members of these other groups are not sure where things stand, but AOC work cannot move forward without technical groups. DNR will be working with these groups of technical stakeholders, and hopes to have something to share with them soon.

Other announcements and key dates Next Meeting- Annette will send out a Doodle poll.

Tentative agenda may include

- Bay Beach-Angela
- How to move the CAC forward-Chad
- Top priorities and events-options
- Support Grants-budgets and deliverables