

AOC Citizen's Advisory Committee – OUTREACH

03/10/2014

UWGB

Participants: Kathy, Chad, Patricia, Angela, Annette, Laurel

Guest: Staush Gruszinski, Wisconsin League of Conservation Voters

Facilitator: Julia

Staush Gruszinski – Wisconsin League of Conservation Voters, Northeast Organizer; running unopposed County Board Supervisor (District 5); WLCV acts as an umbrella advocacy coalition for all environmental orgs, work on proactive legislation and do direct lobbying

Why this audience?

1. Nothing gets done otherwise
2. Decision-makers
3. Relationship building
4. Awareness of the issue

What are the issues?

1. 13 BUIs
2. History
3. Quality of Life (Economic)
4. Vision of AOC

What do we want?

1. Support for AOC- funding
2. Relationship
3. Understand the problem (value-based)
4. Better decision making
5. Positive connections

What is the ASK?

- General support
- Funding- will you talk to your colleagues?
- Will you attend an event

Assembly Districts:

- 81 Rep. Bies – Door County (retiring): Keep involved, great connector with community
- 82 Rep. Andre Jaques: Emphasize quality of life for communities, economic importance of AOC
- 88 Open Seat (Rep. Kleinke): Dan Robinson/ John Macco
- 84 Rep. Weininger (former Gb City Clerk): Build the conversation, emphasize quality of life for communities, economic importance of AOC
- 90 Rep. Genrich- Trad. Democrat seat: Environment not always top issues, but potential leader in AOC
- 89 Rep Nygren (Joint Finance Committee): Trad. Republican seat

Senate Districts:

- SD1 Sen Frank LaSee: Trad. Republican seat, most coastline of any senate district in the country
- SD2 Sen Cowles: Environmental champion, likes to understand the details (policy, background, etc., potential legislative champion for AOC)
- SD30 Sen Hansen: Labor/ environment, cares about quality of life
- Rep Steineke/ Rep Al OH- good one to get involved, around a long time

How to build a relationship? Look for appropriate person to talk to legislators (e.g. trust community members) - may not always be someone from your organization; always give introduction of yourself before giving story; help them understand the problem and that you are looking; set tone of conversation from a long term perspective

Send Your Legislator Down the River & Foxy Lady AOC Tour

- August 12 is primary – canoe trip should be after
- Invite elected officials to take tour of AOC; Give a lot of lead time/ invitation; ‘Save the Date’ post card; call in to office ask for schedules; talk to colleagues about it ahead of time
- Check with Govt act. Board hotline to see if we have to charge for it
- Letter of support from legislative office
- 1-2 to help sponsor

Press Considerations

- Build press in community; editorial board meeting 3 weeks ahead
- Tight message; Awareness of problem; present the “vision”; Photos of how it used to be; Telling story, how affected by AOC
- Build media contact list; follow up with attendance calls
- Need a spokesperson

Existing AOC docs – taking a closer look

- **Fact sheet:** good that it has history, accomplishments (legislation in action); numbers are meaningless, need to visualize them (e.g. truck loads); what is the difference between ‘Highlights’ and ‘Accomplishments’?; too wordy; map is very small (inset map is ok); is treaty info important?; simplify message/definition of AOC; too much text on back – consider quote from each project area, reduce description; look into getting right to pics and remove source text (too distracting); address ‘dead zone’; trifold brochure – highlight specific projects, get quotes, balance between pics/graphics/text; bookmark with program dates, contact info, etc.
- **BUI Progress Report:** Font and back are friendly, appealing; inside is extremely busy; some disagreement with status (e.g. beach); visually stimulating; like how each issue is mapped out; BUI titles still a bit technical