Meeting Summary
AOC Citizen’s Advisory Committee – OUTREACH
02/03/2014
UWGB

Participants: Kathy, Vicky, Janet, Patricia, Angela, Annette
Facilitator: Julia
*Indicates how many times an item was mentioned

1) Target Audience Discussion
   - Important for general public understand connection between them and AOC
   - Dead zone has brought AOC issues back into the spotlight (previously focus was on PCBs)
   - Elected officials (Eos): lots of events coming up in the fall; momentum in CAC; could modify a lot of the EO work to general public later
   - Staush Gruszinski*** as a resource to help the group learn about working with EOs
   - 3 of the AOC support grant proposals are related to or will target elected officials
     o Foxy Lady (Chuck Larscheid to narrate w/Vicky poss) (early summer) – outreach group will need script/talking points
     o Kayaking trips (throughout summer) – outreach group will need to help with swag bag with hat, fact sheets, etc
     o Send your legislator down the river (fall)
   - Broad and diverse amount of experience within our group:
     o Working directly with EOs at all levels:
       ▪ through USFWS, lobbying groups, community boards, League of Conservation Voters*, WI state appointments
       ▪ EOs turnover rapidly, need to get new ones up to speed
       ▪ comfortable with tours, presentations***, lobbying, teaching, holding events (e.g. Legislative Breakfasts), testifying on legislation, direct communication
     o Personal connections with several EOs (Mayor, Dave Hansen
     o Passion and eagerness to learn about the issues, long family history in politics, interest in policy and politics
     o RAP development - a lot of EOs were involved; general education, not specific to BUI
     o Communication training/expertise – Water Words That Work**; 3,3,3 – honing messaging, keep brief, expanded background info to give context, come prepared; Citizens Climate Lobby*; Tom Keene – have to deliver info at least three times before EOs will consider taking action
     o Lobby Days* (Madison)
     o Expertise about the AOC government agencies, structure, funding and management
2) BUI Breakdown
   - Why does P impact beach closings?
     o Most beaches closed because of bacteria from runoff
     o Change excess P/TSS to point/nonpoint pollution
     o There is a discrepancy between bacteria and blue green algae (mycosystin)
   - Not only group focusing on these issues (e.g. TMDL) – need to have some coordination, bring in other groups’ info
     o Should remain broader, not how we should fix it
     o Consistency of messaging is important
   - Toxics – Fox Current; messages already developed
   - Suspected BUIs
     o Doesn’t seem to be totally relevant to current users (e.g. fishermen)
     o Need to wait for more info to be released (current studies)
     o Don’t cross these off the list, but not a priority

3) Wrap up, next steps
   - Target audience will be elected officials (consensus) – General public potentially secondary target
   - Julia will make a schedule of BUIs and upcoming projects that need outreach support
   - Annette will work with Julia to contact Staush and Dan Robinson to help our group get to know our target audience better

Parking Lot
   - Assembly Bill 680 – changes to P & TSS requirements for point sources
   - Fox River Current News Letter