

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
- Stash 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 (microcystin)
- 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