

**NORTH CENTRAL WISCONSIN STORMWATER COALITION**  
**Minutes**  
**July 14, 2016**

**Members:** Jeff Pritchard (Marathon County), Scott Turner (T-Rib Mountain), Tom Turchi (C-Marshfield), Rob Molski (C-Stevens Point), Rod Akey (C-Merrill), Michael Wodalski (V-Weston), Tim Vergara (V-Rothschild), Sean Gehin (C-Wausau), and via teleconference: Duane Gau (V-Kronenwetter), and Nick Dums (C-Wisconsin Rapids).

**Absent/Excused:** Mark Thuot (C-Schofield), Becky Frisch (Marathon County), Kevin Breit (C-Mosinee), and Tom Pinion (C-Baraboo).

**Others:** Jon Lindert (Strand) via teleconference, Josh Huber (Becher Hoppe), and Fred Heider (NCWRPC).

1. Call to Order.

The agenda being distributed to each community for posting and to local media, Pritchard called the meeting to order at 10:04 a.m. in the Large Conference Room 210 River Drive, Wausau, WI.

2. Approve the Minutes of the May 19 Meeting as emailed.

**Action: Moved/Seconded by Gau/Wodalski to approve the minutes of the May 19, 2016 meeting. Motion carried.**

3. Chairperson's Report.

- Pritchard summarized the June 8<sup>th</sup> meeting of stormwater groups (how they are organized and funded).
- Strand Update: Lindert has contacted WRIDA and WRDG to see if they are interested in meeting with NCWSC to share information. The purpose of this meeting was discussed in length along with the timeline of the TMDL's initial draft release for about 1 hour.

DNR Stakeholder meeting coming in September, and October is when the WI River TMDL draft allocations will be released for public comment.

- Conclusion: No meeting among the 3 groups will be considered until after the October 2016 release of draft TMDL allocations.

4. Budget Report.

**Discussion:** Heider reported a current balance of **\$13,828.80, after:**

- Paying \$1,000 for 2016 Merrill School Rain Garden;
- Paying two checks for Strand:
  - \$1,887.42 for various tasks in April; and
  - \$2,476.76 for various tasks in May.

Outstanding Liabilities total \$500: (stricken items below are no longer being considered)

- ~~Up to \$750 to Weston for their 2015 Rain Garden at the farmers market;~~
- ~~Up to \$3,000 total for school rain gardens;~~
  - ~~Heider noted that 1 rain garden was approved and that no more schools have come forward.~~
- Up to \$500 for Rubber Ducky ad in Merrill @ Cosmo Theater;

Available Balance = **\$13,323.80**

Wodalski noted that the City of Mosinee appears not to have paid their \$1,500 in 2016.

Follow up: Heider will review if Mosinee paid their Stormwater Coalition member contribution in 2016 of \$1,500.

**Approved by general consent to accept the budget report as presented.**

7. Establish 2017 Membership Fee.

Discussion: Wodalski began by sharing with Coalition members a spreadsheet summarizing how much the Coalition has spent in the last couple years on advertising and consulting fees. Others noted that consulting fees are going to rise due to the draft review of the WI River TMDL, which will begin in October 2016.

Action:

**Moved/Seconded by Gau/Akey to set the 2017 Coalition member contribution to \$2,000 per municipality.**

**Discussion ensued.**

**Moved/Seconded by Vergara/Gehin to increase that contribution amount to \$2,500. Motion passed with Gau specifically dissenting.**

**Original motion as amended to \$2,500 was passed, with Gau specifically dissenting again.**

8. Discuss options to advertise Rubber Ducky 30 second video spot in 2017.

Discussion: Heider began by noting that advertising on TV is much more expensive than movie theater advertising, but the reach with TV is much higher. Costs on TV appear to be the same as in all the movie theaters if the Coalition just advertises for 1 week, possibly around Earth Day, during the 10:00 pm news of both Channel 7 and Channel 9 in Wausau. Discussion also noted that fact sheets may be produced in 2017 or a fall video spot could be created.

**Moved/Seconded by Wodalski/Vergara to advertise the Rubber Ducky ad during the 10:00 pm news casts of both Channel 7 (WSAW) and Channel 9 (WAOW), for 1 week, close to Earth Day 2017, for a total cost of \$4,952; and an additional \$500 to continue advertising on Baraboo TV43, since they are outside of the WSAW and WAOW viewing area. Motion passed.**

9. Next Meeting Date / Agenda.

The next meeting will begin directly after the TBD September DNR stakeholders meeting.

Follow up: As soon as the September DNR stakeholders meeting is announced, then a save-the-date notice for the Coalition meeting will be sent.

13. Adjournment.

**Motioned/seconded by Gau/Vergara to adjourn the meeting at 11:35 a.m. Motion carried.**

Submitted by: Fred Heider  
North Central Wisconsin Regional Planning Commission