

**NORTH CENTRAL WISCONSIN STORMWATER COALITION**  
**Minutes**  
**January 26, 2017**

**Members:** Jeff Pritchard (Marathon County), Scott Turner (T-Rib Mountain), Mark Thuot (C-Schofield), Rob Molski (C-Stevens Point), Richard Downey (V-Kronenwetter), Rod Akey (C-Merrill), Dustin Bonack (C-Merrill) Michael Wodalski (V-Weston), Tim Vergara (V-Rothschild), Kevin Lang (Marathon Co Hwy), and via teleconference: Kevin Breit (C-Mosinee).

**Absent/Excused:** Tom Turchi (C-Marshfield), Becky Frisch (Marathon County), Sean Gehin (C-Wausau), Nick Dums (C-Wisconsin Rapids), and Tom Pinion (C-Baraboo).

**Others:** Josh Huber (Becher Hoppe), Dan Borchardt (MSA), 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 10:01 a.m. in the Large Conference Room 210 River Drive, Wausau, WI.

2. Approve the Minutes of the October 20 Meeting as emailed.

**Action:** **Moved/Seconded by Turner/Wodalski to approve the minutes of the October 20, 2016 meeting. Motion carried.**

3. Chairperson's Report.

- Pritchard asked everyone to review the Stormwater Phase 2 Annual Report to verify that all the projects from Coalition communities are listed.

4. Budget Report.

**Discussion:** Heider reported a current balance of **\$18,214.88, after:**

- Receiving annual member contributions of \$2,500 from Kronenwetter and Weston;
- Paying Strand's Dec. 27<sup>th</sup> invoice of \$167.65;
- Paying \$17.80 for reimbursement of the October speaker's lunch; and
- Paying \$156.81 for reimbursement of the Coalition's October lunch.

Outstanding Liabilities total \$5,452:

- Up to \$500 for Rubber Ducky ad in Baraboo TV43;
- Up to \$4,952 for Rubber Ducky ad on WAOW & WSAW;

Available Balance = \$12,762.88

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

5. Pond sediment removal... (Tom Turchi, Marshfield).

Postponed until the February meeting.

6. Discuss how to potentially review TMDL when it is released by DNR.

**Discussion:** Pritchard started discussion, with the whole Coalition participating in discussion.

7. 2017 advertising plan for Rubber Ducky 30 second video spot.

**Discussion:** Heider provided a handout showing how often the Rubber Ducky spot could be shown on WAOW and WSAW, per the Coalition's July 14<sup>th</sup> approval of \$4,952. Two WAOW advertising schedules were presented by Heider. One schedule without showing the ad during the 10:00 pm news would reach about 40% of adults ages 25-54; with the second schedule that would reach 30% of adults, but would be shown during the 10:00 pm news. Since showing the ad during the 10:00 pm news period was approved on July 14<sup>th</sup>, then that schedule was presented to the Coalition, along with the first schedule that was initially proposed by WAOW per our budget request.

**Moved/Seconded by Turner/Akey to modify the July 14<sup>th</sup> approval from \$4,952 to \$5,000 + \$500 to show & edit the Rubber Ducky spot on WAOW & WSAW near and on Earth Day 2017. Motion passed.**

**Moved/Seconded by Vergara/Molski to pick the “40% Rubber Ducky” schedule for showing the commercial on WAOW. Motion passed.**

8. 2017 Wisconsin River clean up sponsorship.

Discussion: Pritchard noted that the Coalition receives excellent exposure among young people with this event that the Coalition has continued to sponsor for years.

**Moved/Seconded by Vergara/Wodalski to sponsor the Wisconsin River clean up at the \$500 level. Motion passed.**

9. Discuss types of public education sponsorships (e.g. Rain Garden)

Discussion: Pritchard & Heider noted that the Rain Garden grants **did not** get into the schools as planned. Of 3 grants available over each of the last 2 years, only Merrill’s middle school applied. Discussion continued with the idea of having students compete for prize money to create a new 30-second stormwater runoff commercial.

**Moved/Seconded by Akey/Downey to approve creating 2 school competitions (6-8 grades and 9-12 grades within Coalition school districts) for creating a 30-second stormwater runoff commercial. Prize money would be as follows: \$500 for 1<sup>st</sup> place in the 6-8, and 9-12 grades (\$1,000 total), \$300 for 2<sup>nd</sup> place in 6-8, and 9-12 grades (\$600 total), and \$200 for 3<sup>rd</sup> place in 6-8, and 9-12 grades (\$400 total). Motion passed.**

Follow up: Pritchard will investigate how to set up the criteria to send to the schools. The Coalition would like to review the criteria when it is ready.

10. Adjournment.

**Motioned/seconded by Vergara/Molski to adjourn the meeting at 11:07 a.m. Motion carried.**

Submitted by: Fred Heider  
North Central Wisconsin Regional Planning Commission