

**Northcentral Wisconsin Stormwater Coalition
Minutes
September 19, 2024**

Members: Jeff Pritchard (Marathon County), Mark Thuot (C-Schofield), Tom Turchi (C-Marshfield), TJ Nicksich (C-Wausau), Rod Akey (C-Merrill), Caleb Novitch (C-Merrill), and Eric Southworth (C-Stevens Point).

Absent/Excused: Tom Pinion (C-Baraboo), Tim Vergara (V-Rothschild), Dustin Bonack (C-Merrill), Andrew Kiefer (C-Wisconsin Rapids), , Michael Wodalski (V-Weston), Dan Raczkowski (V-Weston), Shane Kohlen (C-Stevens Point), Scott Turner (V-Rib Mountain), Joel Lemke (C-Stevens Point), Craig Czaikowski (C-Stevens Point), Nick Dums (C-Wisconsin Rapids), Josh Mauritz (C-Marshfield), Kevin Breit (C-Mosinee), and Greg Marsicek (UWSP).

Others: Fred Heider (NCWRPC), Jon Lindert (Strand) and Rick Eilertson (AECOM).

1. Call to Order.

The agenda being distributed to each community for posting and to local media, Pritchard called the meeting to order at 10:05 a.m. with a mix of remote and in-person attendance. Those attending in-person were in the Large Conference Room 210 River Drive, Wausau, WI.

2. Approve the June 20, 2024 Meeting Minutes.

Action: Moved/Seconded by Turchi / Thuot to approve the minutes of the June 20, 2024 meeting. Motion carried.

3. General Public Comment.

- No public comment made.

4. Chairperson's Report.

- It was interesting to hear at the Rhinelander Salt Wise training that no salt spreader calibration was taking place.

5. Budget Report.

Discussion: Heider reported a current balance of **\$20,721.02 after:**

- Reimbursing NCWRPC for \$332.26 of credit card purchases for the April 2024 expo booth, and web hosting costs;
- Paying a NCWRPC invoice of \$4,536.75 for services from April through June;
- Paying a June 19th Strand invoice of \$451.73; and
- Paying a July 25th Strand invoice of \$322.67;

Outstanding Liabilities:

- Sponsorship of Salt Wise at the \$10,000 level in 2024.

Other maximum variable liabilities per contracts on an as-needed basis:

- a) An agreement with NCWRPC to provide up to \$12,000 staff time annually for Stormwater's Outreach Coordinator position through April 1, 2026.
 - \$6,987.50 was spent from January through March 31st designing the expo booth and handouts; and
 - \$4,536.75 was spent from April through June 30th staffing the expo booth and for all the handout copies produced.
 - Only \$475.75 remains of the \$12,000 annually for Outreach Coordinator through Dec. 31.

- b) An agreement with Strand to provide up to \$35,000 in engineering services through April 22, 2027.

Available Balance = \$9,745.27

Action: Moved/Seconded by Akey / Thuot to remove the outstanding liability of \$500 for playing the Rubber Ducky PSA on Baraboo's TV43. Motion carried.

Action: The budget report as presented is approved by general consent with change noted in previous action.

6. Salt Wise update & possible action (Fred Heider for Allison Madison).

Discussion: Heider provided some notes of upcoming Salt Wise activities that Madison provided.

7. Place Smart Salting PSA on TV, and Rubber Ducky PSA results from Olympics (Heider).

Discussion: Heider first noted that the Olympics results were better than expected, because he saw the Rubber Ducky PSA twice. Since he watched most of the Olympics via the Peacock app, and saw the PSA twice during a random time watching over-the-air and watching the Closing Ceremonies over-the-air, then these results were better than expected since the PSA was only on-air and not on the Peacock app.

Next, Heider suggested airing the Smart Salting PSA on TV in December of January as the Coalition has done in the past. Due to not receiving a motion, this effort will not happen this winter, since the next meeting may be in January or February. Coalition members want to push out the message via their social media channels this time.

8. City of Merrill presentation sharing results of booth event.

Discussion: Akey mentioned that over 1,000 people attended an event that the expo booth was staffed at. T-shirts were given away, along with some stickers. The booth functioned really well, and it is a great outreach tool.

- Welcome to Caleb Novitch!

9. Replenishing booth stock for events and stickers for possible outreach purposes (Heider).

Action: Moved/Seconded by Akey / Thuot for up to \$2,000 to replenish booth stickers, little rubber duckies, and water bottles for Member use and for the booth. Motion carried.

10. Public Education & Outreach – possible funding opportunities.

Discussion: Pritchard and Heider noted that this is a placeholder if any Member has an idea of something the Coalition should sponsor.

11. Announcements, Next Meeting Date, & Next Agenda Items.

- Eilertson noted that Wisconsin Stormwater Week is Sept. 21-29 (next week). There are social media posts available to use next week in support of schools and libraries also sharing this information.
- In spring 2025 (April), there will be a statewide conference in Stevens Point for the American Public Works Association. Expo booths are always seen there.
- Next meeting will probably be January or February in 2025.

12. Adjournment.

Action: **Motioned/seconded by Turchi / Akey to adjourn the meeting at 10:58 a.m. Motion carried.**

Submitted by: Fred Heider
North Central Wisconsin Regional Planning Commission