



**Upper White River Watershed Alliance (UWRWA)
MS4 EDUCATION/INVOLVEMENT COMMITTEE**

Carmel City Hall
January 25, 2012
1:00 – 3:00 p.m.

MEETING RECORD

- A. Committee members present: Tim Stottlemeyer, John Thomas, Christie Kallio, Jason Armour, Harry Nikides, Gavin Merriman, Dave Rust, Shaena Reinhart, and Jill Hoffmann. Guests present: Jeremy VanErman (Anderson), Chris Jones (Whiteland), and Richard DeWitt (Franklin).
- B. 2011 Deliverables – Reinhart gave committee members discs containing a public presentation specific to their area, the two Clear Choices TV commercials, Clear Choices postcard files with their stormwater logos, and all the Clear Choices logo files. Hoffmann went through the public presentation with the group to familiarize them with its content. The presentation is meant to set up the “story” of water, water quality, and stormwater. It then conclude with ways residents can help improve it. Committee members can of course include or hide any slides they want depending on the audience they are speaking with.
- C. 2012 Budget Planning – Hoffmann passed out a suggested education budget for 2012, including estimates for billboard creation/location purchases, radio ad development/radio time purchases, completing the final two TV commercials, Facebook and Google advertising (and marketing assistance developing the Google ads), a planners/ordinance workshop, quarterly articles, and coordination/reporting. Alternative programming ideas were included separately for the committee's consideration. Reinhart gave an overview of her research on billboard and radio advertising, including rough cost estimates and where the proposed budget numbers came from. The group discussed the proposed overall ed committee budget and agreed that it was an acceptable plan at this point. Once the radio buy approach is firmed up, implementation will begin with a strong focus on March to May advertising.
- D. Creative Session and Schedule Planning with Dave RE: media development – The group decided that although they want to create the final two TV commercials this year (septics and natives), the spots are not a priority in terms of schedule since TV air time is not currently planned for 2012. Instead, the initial focus will be radio ads, specifically the lawn & native plantings ads so they can be run starting in March. Dave recommended we use Ned's voice (person who did the two TV spots) to help with brand recognition and the group agreed. Ideas were discussed about main messages the ads should communicate and using opening dialogue between two people to draw the listener in. Dave will put together draft scripts for email review and will have draft commercials for the committee to discuss at the next meeting on Feb. 13th.

Ideas for Dave:

- Roll in the idea of 'Pledge Now' into the TV and radio spots
- Native campaign ideas:
 - Plants filter water cheaply and easily
 - Natives are adapted to the area, use less water and are beautiful
 - Natives draw in birds and butterflies, create habitat in your yard
 - Lessen stormwater pollution to streams
 - Roots help water get back into the soil and not runoff to streams

- Lessen impact of yard/urban pollution
- Can be used near downspouts, low/wet spots in yard, or as buffers along ditches/streams/lakes/
- Septic campaign ideas:
 - Runoff gets into streams
 - Most IN soils are bad for septic leading to failure
 - Can contaminate wells
 - Create unsafe backyards; not able to play due to bacteria risk
 - Maintenance is needed on the tank; some things should not go down the drain w/ septic
 - Failures are expensive

Reinhart reported that to run ads starting in March, agreements with the radio stations need to be signed at the end of January or early February at the latest. The group discussed the options presented by Reinhart for a variety of stations and outlined their first and second choices for Reinhart to pursue:

- First choice: If the "1 Thing" campaign with 99.5/107.9/1430AM can be run in the springtime (since it's a quarterly sponsorship) and is really as good as it sounds, it is the first choice.
- Second choice: If the above falls through, split budget evenly among NPR, 99.5, 95.5, and 104.5.

E. UWRWA Updates

- 319 grant launch – The 319 grant paperwork should be signed any day now. A launch party/open house event is being planned for Feb. 29th, 5:30-7:30 pm at the Indianapolis Yacht Club on Geist. This will be a casual event with cocktails and hors d'oeuvres at 5:30, a presentation at 6:00, and then free time for mingling/brainstorming grant ideas. The hope is that this event will publicize the grant and get people thinking about potential projects.
- New Strategic Plan – The UWRWA steering committee met for a full day on Jan. 19 to work on a new strategic plan. Goals and strategies were discussed and are being put into a plan of work that will certainly need the ed committee's involvement.

F. The next meeting will be **February 13th, 1:00-3:00pm at Noblesville City Hall.**

G. Adjourned at 3:15 pm.