



Upper White River Watershed Alliance (UWRWA)
MS4 EDUCATION/INVOLVEMENT COMMITTEE
Indiana Humanities Council Building
April 27, 2012
10:00 a.m. – 12:00 p.m.

MEETING RECORD

A. Welcome and Introductions

Committee members present: Paul Peoni, Chris Jones, Tim Stottlemeyer, Harry Nikides, Jason Armour, John Thomas, Amanda Smith, Mary Hayes, and Jill Hoffmann.

B. Creative Session Re: TV spot development

- Dave Rust led this segment and began by sharing about his/our recent Telly Award, a regional award competition for television commercials. The lawn fertilizer commercial won 2nd place in the Artistic Direction category and first place in the Cause-Based Marketing category for effectiveness of messages.
- The group discussed and edited the scripts and visuals for the native plant and septic commercials.
- Rust will make tweaks and send storyboards in a week.

C. Update on current radio and billboard efforts

- Hoffmann presented visuals and data from recent radio and billboard campaigns (see attached PowerPoint). She noted that the best traffic to the CCCW website has been from the 1Thing campaign and that the billboards have been well received, leading to a number of stories and announcements/pictures in partner newsletters and email blasts.
- The group discussed what to do with the billboard posters after they've been taken down and concluded that they could be stored in various places if they are deemed reusable. Stottlemeyer and Armour offered space, and Smith will see about hanging one at the Cool Creek Nature Center greenhouse.

D. Revised 2012 budget

- Hoffmann distributed and reviewed the revised 2012 budget. She suggested a radio campaign in the fall and introduced a new opportunity through Entercom – sponsorship of a phone app for 1Thing. There is no detailed information on the app yet; however, as she explores the opportunity further, the group requested information on cost, duration of sponsorship, content, etc. The group wants to avoid appearing as though CCCW is endorsing the radio station. The question was also raised as to whether CCCW should have its own app.

E. Festival Introduction

- Hayes introduced the White River Festival, including logo, website, and purpose (see attached Power Point). As a reminder, this is a project of the UWRWA, and its goal is to highlight and help further the initiatives of the group. She highlighted the key messages, which are being used as a unifying element for all of the events and organizations. All participants are asked to incorporate the messages in some way at events.
 - Our rivers and streams connect our communities and our lives.
 - Our rivers are dynamic systems – they change and we change them with our actions.

- Our rivers and streams are invaluable to our economy, our health, our wildlife, and our rejuvenation.
 - She invited committee participants to identify events occurring in their areas in September that could be included on the website. She and Hoffmann emphasized that these can be existing events and not necessarily ones that are specifically created for the Festival, though those are welcome. (She cited river clean ups and Armour's pharmaceutical drop as examples of existing events that could go on the events calendar.) She is especially interested in extending the reach of the Festival well outside of the central Indianapolis area.
 - Hoffmann emphasized that the festival is a great vehicle to help meet the Public Involvement MCM.
- F. Upcoming Ed topics/committee work and committee member additions to the group
- Hoffmann reviewed upcoming topics/tasks to be undertaken at future meetings. These are all part of an overall work plan that is being prioritized for the remainder of the year. Committee members are welcome to attend the meetings that are of greatest relevance/interest to their work.
 - The 'importance of water' fact sheet
 - Coordination with FLOW exhibit at IMA
 - Venues/tools for Planners & Econ. Development folks
 - Golf course outreach program/materials
 - Volunteer Stream Monitoring Network / links to IDDE
 - Coordination with well head programs
 - Hoffmann explained that to achieve some of these larger objectives that take in more than stormwater concerns, the Education committee will invite some new members to the table. The group brainstormed possible additions:
 - Melody Sweat from Westfield Parks
 - Homeowners Association Representative from Westfield area
 - Immediate next action item for the committee is to review commercials in early June.
- G. The next meeting will **be Thursday, June 7th, 2:00 - 4:00 pm at the Humanity Council Building.**
- H. The meeting was adjourned at 12:00 pm.