



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

Indiana Humanities Council  
October 30, 2012  
10:00 a.m. – 12:00 p.m.

## **MEETING RECORD**

### **A. Welcome and Introductions**

Committee members present: Jason Armour, Richard DeWitt, Christie Kallio, Gavin Merriman, Amanda Smith, Tim Stottlemeyer, Shareen Wagley, Mary Hayes, Jill Hoffmann, Michelle Kearns, Shaena Reinhart

### **B. Review successes and statistics of 2012**

- Hayes reviewed CCCW website statistics year-to date, including how visitors linked to the site, how they heard about CCCW, and overall trends. Linking from online radio advertisements or loyalty award programs were by far the most effective ways to drive visitors to CCCW. (See attached PowerPoint for details.)
- Hayes also provided a brief overview of this year's Festival, which concluded at the end of September.

### **C. Review/prioritize possible 2013 activities – individual input**

- Using feedback from the survey sent to committee members, Hoffmann drafted a list of possible activities for 2013. This list was distributed prior to the meeting and was voted on at the meeting. See attached document for details and discussion on the activities that emerged as the most popular.

### **D. Review of 2013 budget**

- Hoffmann roughed out the anticipated budget for 2013, projected at approximately \$75,500.
  - CCCW sponsorship fund (projects must be statewide)
  - 319 education money
  - Possible corporate sponsors for new CCCW campaign
  - Possible Joyce grant to create IDDE monitoring network

### **E. Identify next steps**

- Hoffmann and Hayes will research costs associated with the group's list of preferred activities and align with the anticipated 2013 budget to arrive at a short list of feasible projects.

### **F. Set next meeting date**

- The group discussed a tentative date of xxx, but Hoffmann will follow up with a doodle poll to the entire committee.

G. The meeting was adjourned at 12:00 for a pizza lunch provided by Empower Results.