



Upper White River Watershed Alliance (UWRWA)  
MS4 EDUCATION/INVOLVEMENT COMMITTEE  
Noblesville City Hall  
January 14, 2014  
10:00 AM – 12:00 PM

## MEETING RECORD

- Welcome and Introductions (5)  
Attendees: Jason Armour, Pat Comer, Jason Donati, Lisa Ritter-McMahan, Gavin Merriman, Paul Munoz, Mike Murphy, Wes Rood, Amanda Smith, Tim Stottlemeyer, John Thomas; and Mary Hayes and Jill Hoffmann, coordinators.

Thank you again to Tim Stottlemeyer for hosting the meetings at City Hall!

- 2014 Work Plan (45) – Hayes/Hoffmann  
Hoffmann presented the updated proposed work plan and budget, pointing out that cuts are necessary. She provided a tour of the work plan, explaining the rationale behind several of the lines and associated costs. To note also – CCCW sponsorships are pending, and some of the work outlined here depends on receiving those sponsorships.

The committee made the following decisions:

- Strategies for helping MS4s use Facebook posts, newsletter articles, etc. were eliminated, with MS4s having the option to work directly with the coordination team if they feel they need extra help getting the word out via their internal communication channels.
- A kids' page on the CCCW website was not deemed necessary at this time, especially as we have new youth materials underway.
- Funds for an additional tabletop display were deleted. Some on the committee want to have an opportunity to pilot the current version before purchasing another. MS4s who would like to purchase one for their own use may make arrangements with the coordinators to do this outside of the MOU.
- Hamilton County Household Hazardous Waste should be contacted as a possible sponsor for a hazardous waste pledge.
- Radio buys were deleted in favor of more local, grassroots outreach efforts. Members felt that while radio does provide broad coverage, the group would like to do more localized outreach in their communities – booths, festivals, street fairs, etc. There was consensus that they are missing a lot of opportunities. Hayes and Hoffmann will create a section in the work plan that incorporates this concept, to include an inventory of local efforts, a 'pack and play' that can be carried to various events, a loaner calendar for all to use, etc.
  - Opportunities that the group noted:
    - Arts Trail in Fishers that goes through Arcadia
    - Ag Days/Drool in the Park type of events

There was interest in having assistance staffing these events, and several ideas were floated: college students, AmeriCorps employee, part-time contract employee, volunteer network using Master Naturalists, etc. The group agreed that those are worth looking into, although none may

come to fruition in 2014. All agreed that at a minimum in 2014 the infrastructure of a volunteer program will be set up, to include drafting necessary documents, identifying and networking with pools of potential volunteers, and creating a service pledge on the CCCW website.

Hoffmann and Hayes will adjust the work plan and budget accordingly and send for approval.

- Storm Drain Model Photo Review (30) – Hayes  
Having received only one response to the request for feedback, Hayes held a short review session with the entire group. The group provided feedback on the current set of proposed photos, and Hayes will edit the list and resend. Several members offered to send or take photos as needed. Hayes will create a master 'shot list' with descriptions of the shots needed.
  
- Next steps (5)
  - Reminder: PowerPoint presentations from Trained Individual presenters due to Shaena January 24 (she will take them earlier, of course!).
  - Next meeting is Tuesday, February 11. This will be handled via Go To Meeting unless Trained Individual prep requires us to meet in person.