



Lower Grand River Watershed Project

Information and Education Subcommittee Minutes

Meeting Date: March 22, 2004

Time: 1:30 p.m. – 3:06 p.m.

Location: Kent County Road Commission – 1500 Scribner, Grand Rapids

Prepared By: Donna Stevens

Attending: John Koches, Corky Overmyer, Patricia Pennell, Bonnie Shupe, Donna Stevens, Don Stypula, Janice Tompkins, Peggy Weick, Dan Wolz

Item 1: Introduction

Mr. John Koches brought the meeting to order. There was not a formal agenda for this meeting. Mr. Don Stypula passed around a handout entitled “The River Vision”.

Item 2: Review of Minutes

The committee members were given the minutes from the February 23, 2004 meeting for review.

Item 3: Evaluation of Goals

Mr. Koches received a message from Mr. Rick Sullivan that suggested the committee step back and evaluate the goals. A message from Ms. Bonnie Shupe indicated that the committee echoed this sentiment.

Ms. Janice Tompkins explained that the group wants to define what the vision is and from there develop the goals and finally think about what the committee should do. In the last meeting, the committee asked individual organizations what they want in the next five years. It was noted that what an individual organization wants and where the Lower Grand Council is going might be two different things.

Mr. Koches asked what the committee is interested in doing. Ms. Tompkins stated that the committee would like an awareness campaign. Mr. Koches suggested a brainstorming session for the awareness campaign.

Item 4: Brainstorm for the Awareness Campaign

- Development of a brand and logo.
- An evaluation process.
- Work with the Chamber of Commerce to maximize current existing events throughout the Lower Grand watershed.
- Support the city of Grand Rapids and surrounding communities in storm water education activities.
- Long-term coordination with subwatershed councils.
- A tour package for conventions (at the DeVos Center).
- A mobile and stationary Watershed Education Center (WEC).
- Enlist the symphony and Bear Creek Players to draw people in.
- Watershed short courses that can be tailored to a specific watershed. (Developed by Jane Herbert.)
- Visual images to connect people to the watershed.
 - Billboards
 - An Imax type movie
 - Traveling kiosk placed in strategic areas
 - Movie theater advertisements
 - Public stations that show pictures of the watershed

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Item 5: Watershed Education Center

Mr. Dan Wolz passed around a handout entitled “Lower Grand River Watershed Sustainable Education Facility(ies): Draft Version 2”.

Mr. Wolz asked what the committee intends to do with a mobile WEC (take it to schools, parades, festivals, etc.)?

Mr. Koches asked if it was necessary to have both a mobile and stationary WEC. Mr. Wolz replied that since it is in the earliest stages of planning the committee might want to look at both equally.

Mr. Corky Overmyer stated that the WEC should not cost a lot of money. Mr. Overmyer suggested that a way to disperse the cost would be to spread it out among all the smaller subwatersheds, and to have a few knowledgeable staff people show up at an event and in order to pull together the information. He also suggested that the mobile unit should have the capability of hooking up with a conference room rather than have fifty (50) people track through a bus.

Ms. Peggy Weick suggested that the committee write up a grant in order to get funding, a list of places to go, and a possible list of sponsors.

Ms. Shupe suggested that the committee do a survey to see if the townships and cities would pay to have the mobile unit come to their area.

Mr. Koches suggested that the committee work with MDOT and the city bus system to get funding and a good deal on a retired city bus. Mr. Koches also suggested that the WEC subcommittee continue working on the details.

Mr. Wolz agreed to continue with the plans and to bring more information to the next meeting.

Item 6: Funding

Mr. Stypula suggested a way to receive funding for any awareness campaign or WEC would be to get larger corporations such as Wal-Mart and Meijer to back the committee up. A small discussion ensued nothing was decided.

Item 7: Storm Water

Mr. Koches asked if there were any issues with storm water that the committee should talk about. Ms. Tompkins informed the committee that workshops would start in May.

Item 8: Meeting Dates

Mr. Koches asked the committee to set a regular meeting date.

After a brief round of discussion, the committee agreed that the third (3rd) Tuesday of each month would be the best date to set.

Item 9: Agenda for Next Month

- Mr. Koches will have a draft of the I & E Strategy to incorporate with the focus group evaluation.
- Mr. Wolz will report on the findings for the WEC.

Item 10: Next Meeting

April 20, 2004
2:30 – 4: 30 p.m. at the
Kent County Road Commission
1500 Scribner,
Grand Rapids, MI 49504