



# Lower Grand River Watershed Project

---

## Information and Education Subcommittee Minutes

**Meeting Date:** April 22, 2003

**Time:** 10:45 a.m. – 12:15 a.m.

**Location:** Wyoming Clean Water Plant, 2350 Ivanrest SW, Wyoming

**Prepared By:** Laurie Beth Nederveld and Abigail Matzke

Attending: Abigail Matzke, Bonnie Shupe, Jane Secord, Janice Tompkins, Jason Buck, Jeff Auch, Laurie Beth Nederveld, and Mike Chesher.

**Item 1: Welcome and Introduction.** To begin the meeting, introductions were made by all subcommittee members present.

**Item 2: Review Corrections Made to I&E Materials.**

*Insert:* A draft of the Grand River Beacon was passed out to those subcommittee members. Final corrections were made to the article entitled “What in the World is a BMP?”. Mike Chesher voiced his concerns about the Grand River Clean Up Day Ad. He recommended that this event be coordinated through the City of Grandville to ensure the safety of the volunteers. These corrections were the final ones made to the insert as it is scheduled to print by April 25th.

**Item 3: Review of I&E Strategy.** Ms. Matzke handed out the Information and Education Strategy and the I&E Strategy Task List for review by the subcommittee. The difference between the I&E strategy for the planning phase and the I&E strategy for the management plan were discussed. The planning phase portion of the I&E strategy is to create awareness about the 319 project and will function up until the end of this grant in fall of 2004. It will be used to develop and disseminate the products developed in the planning phase. The next strategy will be used in the implementation portion of the project. It will be included in the official watershed management plan, to be implemented in the next round of funding. It will serve to create more awareness and educate stakeholders on watershed concepts, plan outcomes, best management practices, etc. It will identify target audiences, needed products, timelines, and methods of dissemination. At this time, Ms. Matzke also passed out photocopies from the booklet created by Tetra Tech, “Involving Stakeholders in Your Watershed”, entitled “Section 3: Outreach and Communication Tools”.

**Item 4: Updates from other Committees and Subcommittees.** Ms Matzke mentioned the dates and times of the Lower Grand River Forum Meeting and Sustainability Subcommittee Meeting. The Lower Grand Forum meeting is scheduled for May 8, 2003 from 9 a.m. until 11:30 a.m. The Sustainability Meeting took place on April 24, 2003 at 1:30 p.m.

**Item 5: Future Meetings.** The next I&E Subcommittee meeting will be held on Tuesday, May 13 from 10:45 a.m. to 12:15 p.m. The meeting will be held at the following location-

**City of Wyoming**  
Clean Water Plant  
2350 Ivanrest Avenue  
Wyoming, MI 49418

Before the next meeting subcommittee members were asked to:

- Review the I&E Strategy