



# Lower Grand River Watershed Project

## Information and Education Subcommittee Minute

**Meeting Date:** July 23, 2003

**Location:** Wyoming Clean Water Plant

**Time:** 9:00 a.m. – 10:45 a.m.

**Prepared By:** Jennifer DeLoge

**In Attendance:**

Mike Chesher – City of Grandville

Jennifer DeLoge - GVSU Annis Water Resources Institute (AWRI)

Laurie Beth Nederveld – GVSU Annis Water Resources Institute (AWRI)

Ms. Patricia Pennell – West Michigan Environmental Action Council (WMEAC)

Ms. Jane Secord – Center for Environmental Studies (CES)

Ms. Janice Tompkins – Michigan Department of Environmental Quality (MDEQ)

Ms. Peggy Weick – Ottawa Conservation District

Mr. Tom Williams – V3 Infrastructure Services, Ltd.

Mr. Dan Wolz – Wyoming Clean Water Plant

Agenda passed out

**Item 1: Introductions**

The meeting began with introductions from the subcommittee members present.

**Item 2: Evaluate Review Process for Future I/E Products**

Ms. Nederveld passed out a draft document outlining the review process for future I&E products.

Revisions were made by the subcommittee to finalize the review procedure. The major revision included adding a review by members from the target audience. Ms. Nederveld intends to make the corrections suggested and distribute the final copy. This review process will be followed when editing all future I&E products.

**Item 3: Report on Evaluation Process for Spring Insert**

Patricia Pennell performed an evaluation of the spring news insert. Ms. Pennell surveyed members of the target audience for comments and suggestions regarding the insert. A list of questions was also developed to assist in evaluating the upcoming fall insert. Comments from the target audience and the questions developed for future evaluation were handed out to subcommittee members for comments. The committee appreciated Ms. Pennell's efforts and considered the evaluation a worthwhile endeavor.

**Item 4: Final Adjustments to the Product Plan**

After adjusting the "Product Plan", based on the comments from the last meeting, Ms. Nederveld had the subcommittee make their final comments and suggestions. Recommendations were made by Jane Secord and Ms. Pennell to include in the evaluation process a survey of question to the target audience relating to the products' objectives. Comments were also made about the internal vs. external and qualitative vs. quantitative nature of the evaluations. Recommendations regarding the distribution method for the upcoming fall news insert were made along with suggestions on target audiences for both the second brochure and upcoming cover letter. The committee recommends sending out a letter to target audience members inquiring whether they would like a printed, online, or digital copy of the upcoming fall news insert. The committee also requested to add businesspersons, specifically the West Michigan Sustainable Business Forum, and the media as target audiences to the above stated products. Ms. Pennell requested a project staff member give a presentation on the Lower Grand River Project to the Forum.

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**Item 5: Next meeting**

With the close of today's meeting a future meeting was scheduled for August 19, 2003 at 10:45 a.m. at the following location:

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