



# Lower Grand River Watershed Project

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## Information and Education Subcommittee Minutes

**Meeting Date:** August 19, 2003

**Time:** 10:45 a.m. – 12:15 a.m.

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

**Prepared By:** Abigail Matzke

**Attending:** Andy Bowman, Jason Buck, Jennifer DeLoge, Abigail Matzke, Laurie Beth Nederveld, Patricia Pennell, Ryan Teelander, Janice Tompkins, Peggy Weick, Tom Williams, Dan Wolz

**Item 1: Welcome and Introduction.** The meeting began with introductions of the subcommittee members present. New attendee this month was Mr. Ryan Teelander. Mr Teelander was substituting for Ms. Bonnie Shupe of Cannon Township.

**Item 2: Review I&E Materials. Planning Phase Materials**

The attending subcommittee members were given copies of articles and a draft copy of *The Grand River Beacon* to review and edit. The group worked on edits for a majority of the meeting. The newsinsert layout was also changed to meet the needs of dissemination. The group agreed to the new size and title bar adjustments suggested by Ms. Matzke. It was also discussed that the news insert would do well with developers, builders, and contractors and that efforts should be made to have the news insert be disseminated to this audience.

**Item 3: Review of I&E Materials. Implementation Phase**

The subcommittee was given three handouts to begin working on for the next meeting. All three dealt with the strategic planning of the implementation phase. The first was a Product Plan worksheet, which will allow members to define categories and products to reach target audiences. The second handout was a Target Audience Profile Page, which divides the target audiences into groups and allows the group to define the characteristics of each audience. The third handout streamlines product development by listing goals, objectives, strategies, and evaluations tailored to specific target audiences.

**Item 4: Future Meetings.** The next I&E Subcommittee meeting will be held on September 16, 2003 at 10:45 a.m. The meeting for October will be on the 21<sup>st</sup>, same time and location.

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

**Before the next meeting subcommittee members were asked to:**

Work on listing and defining target audiences and propose product categories and products for the audiences.