



Lower Grand River Watershed Project

Information and Education Subcommittee Minutes

Meeting Date: September 16, 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, Katie Brandt, Abigail Matzke, Patricia Pennell, Jane Secord, Bonnie Shupe, Ryan Teelander, Janice Tompkins, Tom Williams, Dan Wolz

Item 1: Welcome and Introduction. The meeting began with introductions of the subcommittee members present. New attendee this month was Katie Brandt of West Michigan Environmental Action Council.

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 subcommittee decided to delete the first article that discussed the “If you are thinking about moving to the country,” brochure and to place that in the next insert that will deal with urban and rural watershed concerns. In its place will be an article written by Andy Bowman that will give a project update.

The group still is confident that the insert will be ready for the Home Builders Association and is following the I&E project plan review process. It was left that Ms. Matzke would forward the corrections from this meeting to subcommittee members, then to FTC&H, AWRI, and GVMC for internal review, then handle the target audience’s short survey and then email a copy of the news insert to subcommittee members for final review.

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

The subcommittee was given three handouts at the August meeting, and members who did not attend that meeting were given fresh copies. 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. Again it was requested that subcommittee members fill out the target audience member profile pages to the best of their professional opinion. It was stated that if one of the subcommittee members’ organization had done studies on a specific audience then that square would be filled out.

Item 4: Future Meetings. The next I&E Subcommittee meeting will be held on October 21st, same time and location.

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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.