



Lower Grand River Watershed Project

Information and Education Subcommittee Minutes

Meeting Date: November 18, 2003

Time: 10:45 a.m. – 12:15 a.m.

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

Prepared By: Abigail Matzke

Attending: Abigail Matzke, Patricia Pennell, Jane Secord, Bonnie Shupe, Peggy Weick, Dan Wolz

Item 1: Welcome and Project Update

Subcommittee members were updated on the happenings of the other subcommittees. Generally all subcommittees are working towards making approvable watershed plans for the two pilot project areas. It was mentioned that the Information and Education Subcommittee was meeting still monthly, with only the October meeting cancelled. It was also mentioned that with the rigid timeframe needed to complete the management plans business would be handled through email as much as possible.

Other Comments: Ms. Pennell requested more web address cards to hand out at presentations given by the West Michigan Environmental Action Council, discussion followed, and ended with Subcommittee recommendation to set up the WIT with its own personalized address instead of the cumbersome current one.

Item 2. Update on News Inset

It was also mentioned that the Home Builders Association did in fact include the fall news insert in their monthly newsletter. It was discussed that the news insert should be given to the Kent County District Library to see if they would disseminate it throughout all of their branches. This issue may not have enough copies remaining to accomplish this task in view of upcoming **Grand Forum meeting, December 9th, 2003.**

Item 2: Review I&E Materials: Information and Education Strategies for Sand Creek and Buck Creek Management Plans

The attending subcommittee members were given a brief overview of the outline for the I&E strategies. The strategies are a compilation of other documents. Components of the following materials were used to form these strategies: Rogue River Information and Education Strategy; Developing a Watershed Management Plan for Water Quality; Public Education Plan for Stormwater Phase II Communities; and past documents created by the I&E Subcommittee. It is hoped that the Visioning Subcommittee will fine tune the 4 key messages to be used in all future products. Jane Secord was charged with the task of taking these messages to the Visioning Subcommittee and returning them to Abigail Matzke for inclusion in the strategies. The other portions of the strategies will be worked on by Ms. Matzke with December 2nd as a completion goal.

Item 3: Discussion of Remaining Products for Planning Phase:

Ms. Matzke discussed remaining products with subcommittee so that all members were aware of committee obligations. Remaining items include: 1 issue of *The Grand River Beacon*; Watershed Interactive Tool (WIT); Information and Education Strategy for the Lower Grand River Watershed Management Plan; and updating the current web page. At the end of the meeting a theme was established for the last news insert by the subcommittee and it was decided that Ms. Matzke would email the theme with a request for objectives for the issue. When objectives are returned, Ms. Matzke will organize them and send back to subcommittee with a request for articles.

Other Comments: The subcommittee discussed ways to increase participation at Grand Forum meetings, recommendations will be passed on through Ms. Matzke at the next available staff planning session, or through email to staff.

Before the next meeting subcommittee members were asked to:

Come up with objectives for the next news insert and to respond to all emails dealing with pilot project plans ASAP. A date for the next meeting has not been set.