
Black River Watershed Project/Paw Paw River Watershed Project

Information & Education Subcommittee Minutes

9:30 a.m. Wednesday, July 19, 2006

Hartford City Hall

19 West Main St., Hartford

ATTENDANCE: Amy Lockhart, Steve Bare, Carl Bouton, Del Sipes, Marcy Colclough, Al Baerren, Beth Clawson, Erin Fuller

CALL TO ORDER: The meeting was called to order at 9:45 a.m.

BUSINESS

1. Role of Committee – Colclough discussed the role of this committee, which will be to advise and assist with planning and implementation of educational efforts in the Paw Paw River Watershed Project (PPRWP) and the Black River Watershed Project (BRWP).

2. Activities – Colclough presented the information & education activities that are in the work plans of the PPRWP and BRWP. These include 6 editions of a Low Impact Development (LID) newsletter, 2 Municipal Summits, a Watershed Management Short Course, Storm Drain Marking, online watershed management courses, and the development of an information and education product plan for the PPRWP. The group discussed developing liaisons in the Black River Watershed to keep local communities abreast of project developments (the PPRWP has done this successfully). Clawson suggested including a short section of “surface water/groundwater facts” in the LID newsletter. The group also suggested emphasizing what impact municipal officials can have on water quality. Bare suggested that to promote the project to stakeholders, we need to emphasize what benefit it will bring to them (i.e. ‘what’s in it for me?’). Baerren suggested including a list of things people can do in the short-term to protect water quality in the LID newsletter. Baerren also suggested that creating a short list of water-related environmental regulations would be useful to local communities. The group discussed creating a newspaper article that would address this issue.

3. Watershed Short Course introduction and logistics – Colclough gave a presentation on the Watershed Short Course developed by MSU Extension. The PPRWP and BRWP will collaborate to offer this course this fall. The course is scheduled for Tuesday nights in October 2006 (5:30 to 9:00 p.m., October 3 to 31, plus a Saturday tour). One night will consist of a community watershed expo, in which representatives from organizations (such as MSU Extension, Southwest Michigan Land Conservancy, Michigan Lakes and Streams Association, Natural Resources Conservation Service, MDEQ, MDNR, etc.) could have displays and hand out informational materials. Grant funds will cover much of the costs of the Watershed Short Course, but finding sponsors

will help keep costs low for participants (at this time, the fee is anticipated to be \$50 per person, which will include the 5 course sessions, 1 field trip, and 6 meals). Colclough asked for ideas for a caterer for the meals, and suggestions included the Bistro 120, Desserts Unlimited, and the Panel Room. Brief discussion focused on potential sponsors (\$50 to \$200), partnering organizations, and organizations with newsletters that will advertise the course. At the next meeting of the I & E subcommittee, sample course agendas will be reviewed and discussed.

OTHER BUSINESS

Clawson spoke about uncertainty of MSU Extension's future funding in Van Buren County.

SCHEDULE OF NEXT MEETING – 9:30 a.m. Wednesday, August 2, 2006 at Hartford City Hall.

ADJOURN: The meeting adjourned at 11:30 a.m.

MINUTES SUBMITTED by Erin Fuller