

**NORTH CENTRAL WISCONSIN STORMWATER COALITION**  
**Minutes**  
**January 19, 2023**

**Most via teleconference:**

**Members:** Jeff Pritchard (Marathon County), Kevin Breit (C-Mosinee), Tom Turchi (C-Marshfield), and Tim Vergara (V-Rothschild), Eric Southworth (C-Stevens Point), Rod Akey (C-Merrill), Scott Turner (T-Rib Mountain), Dan Hekrdle (V-Kronenwetter), Dan Raczkowski (V-Weston), and Kevin Lang (Marathon Co Hwy).

**Absent/Excused:** Tom Pinion (C-Baraboo), Mark Thuot (C-Schofield), TJ Nicksich (C-Wausau), Michael Wodalski (V-Weston), Nick Dums (C-Wisconsin Rapids), Craig Czaikowski (C-Stevens Point), and Dustin Bonack (C-Merrill).

**Others:** Fred Heider (NCWRPC), Jon Lindert (Strand), Allison Madison (Salt Wise), Joe Terry & Rick Eilertson (AECOM).

1. Call to Order.

The agenda being distributed to each community for posting and to local media, Pritchard called the meeting to order at 10:02 a.m. with most people attending remotely, with Jeff Pritchard and Fred Heider staffing the **Small** Conference Room 210 River Drive, Wausau, WI.

2. Approve the September 15, 2022 Meeting Minutes.

**Action:** **Moved/Seconded by Turchi / Akey to approve the minutes of the September 15, 2022 meeting. Motion carried.**

3. General Public Comment.

- No public comment made.

4. Chairperson's Report.

- Pritchard mentioned that the NCWSC Annual Report of educational activities is in your packet for use with completing your MS4 permit annual reporting requirements. Add your own activities to the spreadsheet document.

5. Budget Report.

**Discussion:** Heider reported a current balance of **\$41,297.18 after:**

- Paying an invoice for No Farms No Food t-shirts of \$6,180;
- Paying an NCWRPC invoice of \$2,365 for July 4<sup>th</sup> through Sept. 30<sup>th</sup> outreach services;
- Paying an NCWRPC invoice of \$1,029 for Oct 1<sup>st</sup> through Dec 31<sup>st</sup> outreach services; and
- Paying a Salt Wise invoice of \$10,000 for 2022 services.

Outstanding Liabilities:

- Up to \$6,255.60 (out of \$6,000 + \$2,600) for "No Farms, No Food" t-shirts, and this was just paid in September, so it is no longer a liability.
- Up to \$10,785 for Salt Wise programming in 2022, and this was just paid in November, so it is no longer a liability.
- Due to technical difficulties, the Dec. 15<sup>th</sup> Stormwater Coalition meeting was canceled. Since WAOW could not proceed with creating the Coalitions new Smart Salting PSA without authorization, then on Dec. 20, 2022, the Stormwater Coalition Board (Pritchard, Turchi, & Thuot) **authorized spending up to \$300 on creation of the new Smart Salting PSA.**

Other maximum variable liabilities per contracts on an as-needed basis:

- a) An agreement with NCWRPC to provide up to \$10,000 staff time annually for Stormwater's Outreach Coordinator position through March 1, 2024.
- b) An agreement with Strand to provide up to \$35,000 in engineering services through March 15, 2024.

Available Balance = \$40,997.18

Action: **The budget report as presented is approved by general consent.**

6. Public Education – No Farms, No Food t-shirts (School education report) (Pritchard).

Discussion: Pritchard & Extension went to a middle school and a few high school classes – 80 students in 4 classes in 2022. Pritchard is looking to reach more schools in 2024.

Action: **Forward any contacts in schools you may have to Pritchard.**

*Technical difficulties getting Allison Madison, so #7 will be revisited.*

8. Smart Salting PSA (Heider).

Discussion: Heider opened discussion on the Smart Salting PSA after the newly created PSA was shown. Heider mentioned 2 video edits that the Coalition should react to: 1) logo is visible on the bucket, & 2) it looks like too much salt is being shaken out of the cup. Madison noted that another video edit is needed if any edits would be made: Sweep salt off of **dry** pavement. Members noted that next week is Wisconsin Salt Awareness Week, so we should do a limited run of the existing PSA. As long as we are considering video edits, then Members suggested adding: "It only takes 1 teaspoon of salt to pollute 5 gallons of water" to the PSA script. Heider noted that a limited use of the PSA would also test how well advertising on streaming TV works for us. If \$3,000 was spent over 1-week via streaming TV, then we could expect each streaming TV viewer to see our PSA up to 10 times.

Action: **Moved/Seconded by Akey / Vergara to run the PSA as-is, and then update PSA script & video for up to another \$300. Motion carried.**

Action: **Moved/Seconded by Vergara / Turchi to run the PSA as-is for 1-week for up to \$3,000 via streaming TV (OTT advertising). Motion carried.**

*Allison Madison is now available, so we jump back to #7 on the agenda.*

7. Salt Wise programming update (Allison Madison).

Discussion: Madison shared many Salt Wise accomplishments in 2022...very pleased with all efforts in the North Central region of WI. Looking forward to 2023. Comment: would be great to have a non-Dane County stats on handouts. Sodium levels are high in Marathon County. Members discussed recently measured sodium and chloride levels in their source water.

- Limited liability legislation for winter maintenance companies was casually introduced in 2023.
- Parking Lot & Sidewalk Open House possible in Central WI again.
- Municipal staff training is also possible again in 2023.

Action: **Moved/Seconded by Akey / Vergara to re-authorize Salt Wise at the \$10,000 level for all of 2023 services. Motion carried.**

9. Public Outreach (various ideas) (Pritchard / Heider).

Discussion:

*Rain gardens at schools* – Lemke is not available, but would like to present at the next meeting.

*Possible stormwater website revision* – Heider mentioned what has been updated and what he is working on. Others mentioned that they would forward more stormwater pictures.

*Local newsletter* – Pritchard & Heider noted that one Chamber in Portage County gets what Salt Wise is all about. We will continue working on the others.

10. Announcements, Next Meeting Date, & Next Agenda Items.

- Next meeting may be February 16, 2023 – if needed.
- Joel Lemke will discuss Rain gardens at schools at the next meeting.

11. Adjournment.

**Motioned/seconded by Vergara / Turchi to adjourn the meeting at 11:29 a.m. Motion carried.**

Submitted by: Fred Heider  
North Central Wisconsin Regional Planning Commission