

NORTH CENTRAL WISCONSIN STORMWATER COALITION
Minutes
February 16, 2023

Most via teleconference:

Members: Jeff Pritchard (Marathon County), Tim Vergara (V-Rothschild), Rod Akey (C-Merrill), Scott Turner (T-Rib Mountain), Dan Hekrdle (V-Kronenwetter), Mark Thuot (C-Schofield), Joel Lemke (C-Stevens Point), Dan Raczkowski (V-Weston), and TJ Niksich (C-Wausau).

Absent/Excused: Kevin Breit (C-Mosinee), Tom Turchi (C-Marshfield), Tom Pinion (C-Baraboo), Eric Southworth (C-Stevens Point), Michael Wodalski (V-Weston), Nick Dums (C-Wisconsin Rapids), Craig Czaikowski (C-Stevens Point), Kevin Lang (Marathon Co Hwy) and Dustin Bonack (C-Merrill).

Others: Fred Heider (NCWRPC), Jon Lindert (Strand), Allison Madison (Salt Wise), Rick Eilertson (AECOM), Dom Swangstu (V-Plover), Greg Marsicek (UWSP, Director of Capital Planning and Construction) and Andrew Kiefer.

1. Call to Order.

The agenda being distributed to each community for posting and to local media, Pritchard called the meeting to order at 10:05 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 January 15, 2023 Meeting Minutes.

Action: Moved/Seconded by Vergara / Thuot to approve the minutes of the January 19, 2023 meeting. Motion carried.

3. General Public Comment.

- No public comment made.

4. Chairperson's Report.

- Pritchard introduced UWSP's Greg Marsicek, Dir. Of Capital Planning & Construction.
- Pritchard mentioned that a WI River TMDL newsletter is possible if Coalition members are willing to share success stories.

5. Budget Report.

Discussion: Heider reported a current balance of **\$50,297.18 after:**

- Paying an invoice of \$3,000 to WAOW for streaming TV (OTT) advertising campaign; and
- Depositing \$1,500 invoiced contributions from Rib Mountain, Rothschild, Weston, Marshfield, Wisconsin Rapids, Merrill, Kronenwetter, & Stevens Point.

Outstanding Liabilities:

- Up to \$300 to revise the Smart Salting PSA.
- Sponsorship of Salt Wise at the \$10,000 level in 2023.

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 = \$39,997.18

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

6. Possible Bylaws and Cooperative Agreement revision (Pritchard/Heider).

Discussion: Pritchard noted that both the Bylaws and Cooperative Agreement need modification so that UWSP can become a Member of the Coalition. Since only 8 Members are present, then we can only take action on the Bylaws.

Action: **Moved/Seconded by Vergara / Akey to revise the Bylaws as presented and to also keep the Coalition's abbreviation as NCWSC. Motion carried.**

Action: **Cooperative Agreement will be reviewed at the next meeting.**

7. Salt Wise programming update (Allison Madison).

Discussion: Madison presented a Salt Wise update.

- She will present at some conferences in WI about Salt Wise.
- She has been contacted by local media in the Coalition's region to give sound bites about proper salting.
- She provided an update about the limited liability legislation for winter maintenance companies.
- She mentioned that a zero interest loan (or grant) may be available for winter maintenance products for municipalities.
- Possibly work with Joel Lemke and Fred Heider to design DNR form for grant program.
- She will be meeting virtually with EPA in D.C. to discuss why EPA Safer Choice label is on chloride based de-icers.

8. Smart Salting PSA (Heider).

Discussion: Heider reported that the Smart Salting PSA is now complete. He also mentioned that Pritchard and Turchi were on a videoconference with WAOW to review the OTT Summary Report for the Smart Salting PSA \$3,000 campaign. About 30,000 people saw it 4 times during the week that it ran.

9. Public Education & Outreach.

Discussion: Joel Lemke discussed that Steven Point is sponsoring rain gardens at 6 schools over 2 years through Recycling Connections; it is turn-key education in the schools for \$2,600 per school. Heider mentioned past sponsorship options and provided some ideas for the Wisconsin River Cleanup, Rubber Ducky PSA, and Stevens Point Trivia. No other ideas were presented by Members, but an open ended agenda item will be on next month's agenda for Members to bring their ideas for funding.

Action: **Moved/Seconded by Vergara / Lemke to sponsor spring Wisconsin River Cleanup at the \$200 level. Motion carried.**

Action: **Moved/Seconded by Vergara / Akey to run the Rubber Ducky PSA on WSAW for up to \$2,900, and on WAOW for up to \$2,900, and for up to \$500 in the Baraboo area either on TV or via OTT advertising. Motion carried.**

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

- Next meeting may be March 16, 2023.
- Cooperative Agreement revision will be on next agenda.

11. Adjournment.

Motioned/seconded by Vergara / Akey to adjourn the meeting at 11:48 a.m. Motion carried.

Submitted by: Fred Heider
North Central Wisconsin Regional Planning Commission