

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

**Most via teleconference:**

**Members:** Jeff Pritchard (Marathon County), Tom Turchi (C-Marshfield), Josh Mauritz (C-Marshfield), Scott Turner (V-Rib Mountain), Eric Southworth (C-Stevens Point), Tim Vergara (V-Rothschild), Kevin Breit (C-Mosinee), Michael Wodalski (V-Weston), and Leonard Ludi (V-Kronenwetter).

**Absent/Excused:** Mark Thuot (C-Schofield), Tom Pinion (C-Baraboo), Andrew Kiefer (C-Wisconsin Rapids), Rod Akey (C-Merrill), Joel Lemke (C-Stevens Point), Dan Raczkowski (V-Weston), Craig Czaikowski (C-Stevens Point), Nick Dums (C-Wisconsin Rapids), TJ Niksich (C-Wausau), Kevin Lang (Marathon Co Hwy), Greg Marsicek (UWSP), and Dustin Bonack (C-Merrill).

**Others:** Fred Heider (NCWRPC), Rick Eilertson (AECOM), Jon Lindert (Strand), and Laurie Miskimins (Marathon County CPZ Director).

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, Fred Heider, and Laurie Miskimins in the Small Conference Room 210 River Drive, Wausau, WI.

2. Approve the July 20, 2023 Meeting Minutes.

**Action:** **Moved/Seconded by Turchi / Breit to approve the minutes of the July 20, 2023 meeting. Motion carried.**

3. General Public Comment.

- No public comment made.

4. Chairperson's Report.

- Welcome to Josh in Marshfield.
- Continue approving those 2024-2028 Cooperative Agreements.

5. Budget Report.

**Discussion:** Heider reported a current balance of **\$44,039.48 after:**

- Depositing \$1,000 invoiced contribution from UW-Stevens Point
- Paying a Strand invoice of \$293.47;
- Paying a NCWRPC invoice of \$687.50 for services from July through September.

Outstanding Liabilities:

- Up to \$300 to revise the Smart Salting PSA.
- Up to \$300/year to initially move the Stormwater Coalition website to a new host and buy 2 domains.
- 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 = \$33,458.51

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

6. Salt Wise update & possible action (Allison Madison).

Discussion: Madison emailed that she had no update for the meeting.

7. Place Smart Salting PSA on TV (Heider).

Discussion: Heider noted that for the Rubber Ducky PSA in spring, the Coalition spent \$2,900 on WSAW, \$2,900 on WAOW, and \$500 on Baraboo TV, because they are outside of the WSAW & WAOW TV market. Any thoughts of advertising on WJFW, the NBC affiliate in Rhinelander? It was noted that the Olympics are coming in 2024.

Action: **Moved/Seconded by Turchi / Breit to run the new Smart Salting PSA on WSAW for up to \$2,900, and on WAOW for up to \$2,900, and for up to \$500 in the Baraboo TV station. Motion carried.**

8. Possible Stormwater Coalition Expo booth (Heider).

Discussion: Heider directed everyone to the booth idea handout in their packets, and provided an overview of the design and products needed. This is for an indoor display. If an exterior display is also desired, then some additional parts like a 10x10 pop-up tent may be needed and other outdoor items. Discussion ensued with the following ideas: 1) possible small TV to play Rubber Ducky PSA, 2) possible stickers to apply to water bottles, 3) maybe a banner to mount to the pop-up tent instead of a branded tent, 4) maybe a kiddie pool with marked rubber duckies in it to determine what prize, including t-shirts, to give.

Action: **The general consent was for Heider to firm-up the booth cost estimates for the next meeting.**

9. Public Education & Outreach – possible funding opportunities.

Discussion: Pritchard and Heider noted that this is a placeholder if any Member has an idea of something the Coalition should sponsor.

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

- Next meeting will be January 18, 2024 – IN-PERSON and virtually.
- Welcome to Leonard Ludi from Kronenwetter.
- Rib Mountain shared that their 2014 rain garden, which the Coalition financially supported, is thriving with no regular maintenance. Due to the weed barrier being put down initially, the only annual maintenance is to cut down the plants in the fall. Great job!

11. Adjournment.

Action: **Motioned/seconded by Vergara / Turchi to adjourn the meeting at 10:51 a.m. Motion carried.**

Submitted by: Fred Heider  
North Central Wisconsin Regional Planning Commission