

**Northcentral Wisconsin Stormwater Coalition
Minutes
May 16, 2024**

Members: Jeff Pritchard (Marathon County), Tim Vergara (V-Rothschild), Mark Thuot (C-Schofield), Rod Akey (C-Merrill), Michael Wodalski (V-Weston), Tom Turchi (C-Marshfield), TJ Nicksich (C-Wausau), and Dan Raczkowski (V-Weston).

Absent/Excused: Tom Pinion (C-Baraboo), Dustin Bonack (C-Merrill), Kevin Breit (C-Mosinee), Josh Mauritz (C-Marshfield), Andrew Kiefer (C-Wisconsin Rapids), Eric Southworth (C-Stevens Point), Shane Kohlen (C-Stevens Point), Scott Turner (V-Rib Mountain), Joel Lemke (C-Stevens Point), Craig Czaikowski (C-Stevens Point), Nick Dums (C-Wisconsin Rapids), and Greg Marsicek (UWSP).

Others: Fred Heider (NCWRPC), Jon Lindert (Strand), Allison Madison (Salt Wise), Laurie Miskimins (Marathon County CPZ Director), and Amanda Harvey (DNR).

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 a mix of remote and in-person attendance. Those attending in-person were in the Large Conference Room 210 River Drive, Wausau, WI.

2. Approve the January 18, 2024 Meeting Minutes.

Action: Moved/Seconded by Thuot / Nicksich to approve the minutes of the January 18, 2024 meeting. Motion carried.

3. General Public Comment.

- No public comment made.

4. Chairperson's Report.

- **Discussion of need for a Coalition engineering firm.**

Action: Moved/Seconded by Turchi / Vergara to extend the contract with Strand for 3 years with about \$11,000+ remaining. Motion carried.

- Inventory of Coalition items – see attached sheet of where items are located and quantities.

5. Budget Report.

Discussion: Heider reported a current balance of **\$24,864.43 after:**

- Paying WAOW (TV 9) \$2,900 for playing the Smart Salting PSA in January 2024;
- Paying WJFW (TV 12) \$1,980 for playing the Rubber Ducky PSA during the Olympics this summer;
- Reimbursing NCWRPC for the \$525 Business Expo booth registration fee;
- Reimbursing NCWRPC for \$48 of Amazon purchases for the expo booth;
- Paying a NCWRPC invoice of \$6,987.50 for services from January through March;
- Paying a Strand invoice of \$236.61 for attendance at the January Coalition meeting;
- Depositing \$1,500 invoiced contributions from 11 of 12 Members. Wausau is in-progress of paying.
- Paying a Sun Printing invoice of \$483 for designing stickers for booth give-a-ways;
- Paying a Sun Printing invoice of \$1,037.50 for pull-up banner, vinyl banner, typesetting, and table throw for expo booth;

- Reimbursing Fred Heider for \$1,174.50 for the expo booth stickers;
- Reimbursing Fred Heider for \$53.44 for the expo booth materials purchased in stores;
- Paying a Graphics Plus invoice of \$229 for printing the Teaspoon Salt sign for expo booth;
- Paying WAOW (TV 9) \$2,900 for playing the Rubber Ducky PSA in April near Earth Day;
- Paying WSAW (TV 7) \$2,900 for playing the Rubber Ducky PSA in April near Earth Day;

Outstanding Liabilities:

- Up to \$300 to revise the Smart Salting PSA.
- Sponsorship of Salt Wise at the \$10,000 level in 2024.
- \$500 for playing the Rubber Ducky PSA on Baraboo's TV43.

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

- An agreement with NCWRPC to provide up to \$12,000 staff time annually for Stormwater's Outreach Coordinator position through April 1, 2026.

For the Stormwater Expo Booth, \$3,763.50 was spent where up to \$4,025 was authorized. Handouts were printed and paid for out of the Outreach Coordinator agreement.

Available Balance = \$14,064.43

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

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

Discussion: Madison discussed the following Salt Wise topics:

- Stevens Point success story reported by Madison.
- Upcoming Wednesday Webinars reported by Madison.
- Nicolet College in Rhinelander will be hosting a class this fall.
- Wisconsin Rapids will have a class this fall for everyone.
- WI Veto Message from Governor Evers discussion – going to continue working on this with partners in 2024 & 2025.

7. Shovel More Salt Less coaster idea at bars/restaurants (Vergara/Madison).

Discussion: Vergara started discussion with Madison adding notes. Discussing ensued.

Action: **Allison Madison to research ideas on how to create a bar drink coaster, quantities, and how to deliver to bars/restaurants – approved by general consent.**

8. Stormwater Coalition Expo booth (Heider).

Discussion: Heider discussed the following points...

• **Results of Wausau Region Chamber Expo 2024 event:**

Jeff Pritchard, Fred Heider, and Allison Madison were at the expo April 18, 2024. Chamber said about 3,000 people attended. Over 350 people attended the Stormwater Coalition's EXPO booth. The EXPO 2024 booth was an "active" public outreach mechanism for 7 of the 8 educational topics.

- **How should we determine attending other events?**

Heider began with several questions. Discussion ensued. It was agreed that Coalition Members already paid for the booth and handouts, so if more handouts are needed, then money would come out of what each Member is already paying – regardless of where the event is located.

9. Used winter maintenance sand & salt dumpsters (Heider – Duluth handout).

Discussion: Heider noted that a colleague provided the attached information about the Duluth dumpsters. Not sure if City sand collected after winter is included in annual reporting of sand collected. This is a public outreach event that may prompt further research from residents about non-point source pollution from winter maintenance salt. Any Member may choose a variety of public outreach activities.

10. 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.

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

- Harvey made some announcements.
- Next meeting is needed, because elections were supposed to occur at this May 16th meeting. Next meeting is June 20, 2024.

12. Adjournment.

Action: **Motioned/seconded by Vergara / Turchi to adjourn the meeting at 11:35 a.m. Motion carried.**

Submitted by: Fred Heider
North Central Wisconsin Regional Planning Commission