

**Northcentral Wisconsin Stormwater Coalition
Minutes
February 20, 2025**

Members: Jeff Pritchard (Marathon County), Laurie Miskimins (Marathon County), Mark Thuot (C-Schofield), TJ Niksich (C-Wausau), Caleb Novitch (C-Merrill), Paul Seefeldt (C-Mosinee), and Andrew Kiefer (C-Wisconsin Rapids).

Absent/Excused: Tom Pinion (C-Baraboo), Shane Kohnen (C-Stevens Point), Rod Akey (C-Merrill), Tim Vergara (V-Rothschild), Craig Czaikowski (C-Stevens Point), Nick Dums (C-Wisconsin Rapids), Josh Mauritz (C-Marshfield), Michael Wodalski (V-Weston), Eric Southworth (C-Stevens Point), Joel Lemke (C-Stevens Point), and Greg Marsicek (UWSP).

Others: Fred Heider (NCWRPC), Allison Madison (Salt Wise), Rick Eilertson (AECOM), 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 16, 2025 Meeting Minutes.

Action: **Moved/Seconded by Thuot / Niksich to approve the minutes of the January 16, 2025 meeting. Motion carried.**

3. General Public Comment.

- Amanda Harvey from DNR provided a friendly reminder to MS4s that their annual reporting was due.

4. Chairperson's Report.

- This is our last meeting at 210 River Drive in Wausau. In March, CPZ, Marathon County is moving to the county campus at 1000 Lakeview Drive in Wausau.

5. Budget Report.

Discussion: Heider reported a current balance of **\$8,101.80 after:**

- Reimbursing NCWRPC for \$683.96 for stormwater branded water bottles and mini rubber duckies for expo booth.

Outstanding Liabilities:

- Up to \$1,316.04 remaining from \$2,000 to replenish expo booth supplies.
- Sponsorship of Salt Wise at the \$10,000 level to be paid in December 2025.

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

- a) An agreement with NCWRPC to provide up to \$12,000 staff time annually for Stormwater's Outreach Coordinator position through April 1, 2026.
- b) An agreement with Strand to provide up to \$35,000 in engineering services through April 22, 2027.

In February, member contribution invoices of \$1,500 were sent out, so \$19,500 will be coming in.

Available Balance = **\$8,101.80**

Action: The budget report as presented is approved by general consent with change noted in previous action.

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

Discussion: Madison discussed the following items:

- Gov's State Budget has \$5 million in it to support equipment purchases;
- Salt Wise eNewsletter and social media are where the updates are mentioned;
- **Coasters:** one pub goes through about 200 coasters per month, and they have included advertising from other entities like real estate agents.

Action: Staff will create some options for text on the back of the coaster, and tweak the front. Designs will be available at the next meeting in June.

7. Stormwater Coalition Expo booth in 2025 (Heider).

Discussion: Heider noted that the branded water bottles came in, and little rubber duckies too. The only thing left is to pay the registration. Heider will also be at a UWSP event with the booth in early April.

Action: Moved/Seconded by Thuot / Novitch to pay \$650 to register for the Wausau Chamber EXPO 2025 event. Motion carried.

8. Place Rubber Ducky PSA on the air (TV/Radio) in 2025 (Heider).

Discussion: Heider noted that due to last year's ad placement issues, that a new strategy will be taken. Morning news will be targeted and WWSP campus radio possibly.

Action: Moved/Seconded by Kiefer / Novitch to pay \$6,550 to place the Rubber Ducky PSA on the air around Earth Day (April 22, 2025). Motion carried.

9. Public Education & Outreach – possible funding opportunities.

Discussion: Pritchard 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.

- In spring 2025 (April), there will be a statewide conference in Stevens Point for the American Public Works Association. Various additional announcements were made.
- Next meeting is June 19, 2025.

11. Adjournment.

Action: Motioned/seconded by Novitch / Thuot to adjourn the meeting at 11:09 a.m. Motion carried.

Submitted by: Fred Heider
North Central Wisconsin Regional Planning Commission