

**Northcentral Wisconsin Stormwater Coalition**  
**Minutes**  
**June 19, 2025**

**Members:** Jeff Pritchard (Marathon County), Laurie Miskimins (Marathon County), Mark Thuot (C-Schofield), Caleb Novitch (C-Merrill), Tim Vergara (V-Rothschild), and Michael Wodalski (V-Weston).

**Absent/Excused:** Tom Pinion (C-Baraboo), TJ Niksich (C-Wausau), Shane Kohnen (C-Stevens Point), Rod Akey (C-Merrill), Paul Seefeldt (C-Mosinee), Craig Czaikowski (C-Stevens Point), Nick Dums (C-Wisconsin Rapids), Andrew Kiefer (C-Wisconsin Rapids), Josh Mauritz (C-Marshfield), Eric Southworth (C-Stevens Point), Joel Lemke (C-Stevens Point), and Greg Marsicek (UWSP).

**Others:** Fred Heider (NCWRPC), Rick Eilertson (AECOM), Amanda Harvey (DNR), Tina L, and Isaac Dolan.

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 February 20, 2025 Meeting Minutes.

**Action:** **Moved/Seconded by Wodalski / Thuot to approve the minutes of the February 20, 2025 meeting. Motion carried.**

3. General Public Comment.

- No comment at this time, but since this is a new room in a new building, then we will ask again if there is comment later in the meeting.

4. Chairperson's Report.

- Pritchard noted that the Stormwater Coalition booth was just set up earlier this week for the Marathon County Building Open House & Hiring Event. This was a successful event with about 45 people attending the booth.

5. Budget Report.

**Discussion:** Heider reported a current balance of **\$17,786.46 after:**

- Reimbursing NCWRPC for \$683.96 for branded water bottles and little duckies both for expo booth;
- Receiving all 13 Member contributions of \$1,500 each;
- Paying a Strand invoice of 655.84 for attendance at the January Coalition meeting;
- Reimbursing NCWRPC \$650 for Wausau Chamber EXPO 2025 booth registration;
- Reimbursing NCWRPC for web hosting costs of \$54 for January through March;
- Paying WSAW (TV 7) \$3,400 for playing the Rubber Ducky PSA in April near Earth Day;
- Paying WAOW (TV 9) \$1,600 for playing the Rubber Ducky PSA in April near Earth Day;
- Paying WJFW (TV 12) \$1,000 for playing the Rubber Ducky PSA in April near Earth Day;
- Paying TV43 Baraboo \$500 for playing the Rubber Ducky PSA in April near Earth Day;
- Paying an NCWRPC invoice of \$1,606 for services from January through March; and
- Reimbursing NCWRPC for \$349.50 for 600 little duckies for expo booth;

Outstanding Liabilities:

- Up to \$966.54 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.

Available Balance = **\$6,819.92**

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

6. Stormwater Coalition Expo booth update & possible action (Heider).

Discussion: Heider noted that his summary of how many t-shirts and other trinkets that were given away is in the packet. Heider stressed how well the prize wheel works as an ice breaker. No action needed at this time. Heider will buy a non-branded tablecloth for a 6-foot table from already authorized funds.

7. Discuss CityPages cover story from March 6, 2025 titled: Road Salt Stings.

Discussion: Pritchard mentioned the CityPages story. Neither Madison, nor anyone from Highway was in attendance.

8. Salt Wise (Allison Madison).

Discussion: Madison discussed the following items:

- Update & possible action: Allison was not in attendance, so no report.
- Winter Newsletter articles about Smart Salting: Heider noted that Madison and he would have newsletter and social media articles/posts for this winter's municipal newsletters.
- Smart salting drink coasters idea for bars & restaurants: Discussion ensued. It was decided by general consent not to pursue the drink coaster idea any further, and just focus on other educational efforts.

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. Establish 2026 Membership Fee [2025 Fee was \$1,500].

Discussion: The cost calculator (Excel spreadsheet) was displayed on the screen. Heider described each entry. Discussion ensued.

Action: **Moved/Seconded by Wodalski / Vergara to change the Membership fee to \$2,500 for 2026. Motion carried.**

3. General Public Comment.

- Pritchard opened up public comment for a second time during the meeting to catch anyone who may now have found their way to this new location and wished to speak. No public comment.

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

- Eilertson noted that Sept. 22-28 is WI Stormwater Week. Harvey noted that kids soak up information, so a booth at an afterschool event would reach parents and kids.
- Next meeting may be the third Thursday in either September or October, depending upon when the February 2026 Olympics ad buy opportunity arises.

12. Adjournment.

Action: **Motioned/seconded by Vergara / Novitch to adjourn the meeting at 10:54 a.m. Motion carried.**

Submitted by: Fred Heider  
North Central Wisconsin Regional Planning Commission