

**Northcentral Wisconsin Stormwater Coalition  
Minutes  
August 21, 2025**

**Members:** Jeff Pritchard (Marathon County), Laurie Miskimins (Marathon County), Caleb Novitch (C-Merrill), Tim Vergara (V-Rothschild), TJ Niksich (C-Wausau), Joel Lemke (C-Stevens Point), and Kurt Schoen (V-Rib Mountain).

**Absent/Excused:** Tom Pinion (C-Baraboo), Mark Thuot (C-Schofield), Shane Kohnen (C-Stevens Point), Rod Akey (C-Merrill), Paul Seefeldt (C-Mosinee), Craig Czaikowski (C-Stevens Point), Michael Wodalski (V-Weston) Nick Dums (C-Wisconsin Rapids), Andrew Kiefer (C-Wisconsin Rapids), Josh Mauritz (C-Marshfield), Eric Southworth (C-Stevens Point), and Greg Marsicek (UWSP).

**Others:** Fred Heider (NCWRPC), Rick Eilertson (AECOM), Amanda Harvey (DNR), Allison Madison (Salt Wise), LLutz (V. Plover), Jon Lindert (Strand), and Scott K.

1. Call to Order.

The agenda being distributed to each community for posting and to local media, Pritchard called the meeting to order at 10:03 a.m. with a mix of remote and in-person attendance. Those attending in-person were in the Rock Conference Room, 1000 Lake View Dr, Wausau, WI.

2. Approve the June 19, 2025 Meeting Minutes.

**Action:** **Moved/Seconded by Vergara / Novitch to approve the minutes of the June 19, 2025 meeting.**  
**Motion carried.**

3. General Public Comment.

- Eilertson noted that the Wisconsin Chapter of the American Public Works Association is gathering any information about DPWs engaging with kids at public events to share with other departments. If you have any such events, contact Eilertson.
- Vergara mentioned that we should consider additional expo booth giveaways – like a branded adjustable teaspoon, with the message: “1 teaspoon of salt permanently pollutes 5 gallons of water.”
- Kurt Schoen is the new public works director for the Village of Rib Mountain. Welcome!

4. Chairperson’s Report.

- Pritchard gave the floor to Novitch, who provided some results for Merrill’s use of the Stormwater booth at their evening event. About 200 people were at the booth, and the event had over 1,000 in attendance. Many stickers were given out, a bunch of rubber duckies were distributed, and several t-shirts were handed out. This was a successful event. Hooray!

5. Budget Report.

**Discussion:** Heider reported a current balance of **\$14,040.45 after:**

- Paying an NCWRPC invoice of \$3,646.70 for services from April through June;
- Reimbursing NCWRPC for web hosting costs of \$54 for April through June;
- Reimbursing NCWRPC for a 60”x84” blue table cover & clear labels for rubber duckies totaling \$29.17; &
- .Reimbursing Fred Heider for a 70”x120” blue table cover costing \$16.14.

Outstanding Liabilities:

- Up to \$921.23 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 = **\$4,040.45**

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

6. Smart Salting PSA during Winter Olympics, February 6-22, 2026 (Heider).

**Discussion:** Heider discussed the various options, and that parts of Wausau do not receive over-the-air broadcasts of NBC, therefore only streaming via the Peacock app or via cable are the only ways to watch. Any over-the-air advertising is also carried on cable. The Peacock streaming option is a very good option. Novitch noted that the best deal per spot for over-the-air packages was the bronze/Local 3 Package.

**Action: Moved/Seconded by Vergara/Lemke to approve the WJFW Local 3 Package & the Streaming Package for a total of \$3,580. Motion carried.**

7. Salt Wise.

**Discussion:** Madison discussed the following items:

- Madison noted that if a local TV station were to do a story with a DPW person about reduced salt usage, then that would be more effective than just buying ad space.
- The Open House event schedules are set for this fall, but we need people registered. Also, invite local elected officials (municipal and state legislators).
- Winter Newsletter articles were created and Heider added some images. These were emailed to Members earlier this month for either your fall or winter newsletters.

8. WI Stormwater Week [Sept. 20-28, 2025] – Adopt-A-Drain program (Heider).

**Discussion:** Heider noted that WI Stormwater Week is coming up, and that Adopt-A-Drain opportunity to get residents involved was discussed. Many logistical and cost barriers exist at the moment. Eilertson is familiar with an Adopt-A-Drain program in Dane County and noted that it took a lot of effort to establish the program. The Stormwater Coalition is currently advertising Stormwater Week on the homepage.

**Action: Heider to investigate stormwater education options (possible Adopt-A-Drain online registration costs, storm drain markers, etc.).**

9. Public Education & Outreach – possible funding opportunities.

**Discussion:** Pritchard & 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 may be the third Thursday in October (Oct. 16) if one is needed.

11. Adjournment.

**Action: Motioned/seconded by Schoen / Vergara to adjourn the meeting at 10:50 a.m. Motion carried.**

Submitted by: Fred Heider  
North Central Wisconsin Regional Planning Commission