

**Northcentral Wisconsin Stormwater Coalition  
Minutes  
March 19, 2026**

**Members:** Jeff Pritchard (Marathon County), Laurie Miskimins (Marathon County), Caleb Novitch (C-Merrill), Tim Vergara (V-Rothschild), TJ Nicksich (C-Wausau), Mark Thuot (C-Schofield), Andrew Kiefer (C-Wisconsin Rapids), Jared Coates (C-Wisconsin Rapids), Paul Seefeldt (C-Mosinee), Michael Wodalski (V-Weston), James Perton (C-Marshfield), and Kurt Schoen (V-Rib Mountain).

**Absent/Excused:** Tom Pinion (C-Baraboo), Shane Kohlen (C-Stevens Point), Rod Akey (C-Merrill), Craig Czaikowski (C-Stevens Point), Nick Dums (C-Wisconsin Rapids), Josh Mauritz (C-Marshfield), Eric Southworth (C-Stevens Point), Greg Marsicek (UWSP), and Joel Lemke (C-Stevens Point).

**Others:** Fred Heider (NCWRPC), Rick Eilertson (AECOM), Carley Jones (AECOM), Tom Turchi (MSA), Amanda Harvey (DNR), Jon Lindert (Strand), Daniel Tohnastone (Strand), Allison Madison (Salt Wise), Scott Klemm (V-Plover), and Tim Cassidy.

1. Call to Order.

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

2. Approve the October 16, 2025 Meeting Minutes.

**Action: Moved/Seconded by Vergara / Nicksich to approve the minutes of the October 16, 2025 meeting. Motion carried.**

3. General Public Comment.

- No public comments made.

4. Chairperson's Report.

- Heider presented the 2025 NCWSC Annual Report. There is a question as to if a booth at UWSP benefits all 13 Members or just UWSP. DNR's Harvey will review with others statewide.
- Pritchard noted that County MOAs with local governments are up for renewal by Dec. 31, 2026.
- DNR Statewide Newsletter – Pritchard noted that there are interesting articles. Maybe some Members would like to share their own success stories – contact DNR's Harvey.

**Note:** Pritchard moved around the agenda...

6. Salt Wise (Allison Madison).

**Discussion:** Madison provided highlights on the 2025 Salt Wise Annual Report.

- Madison got the Governor to put \$5 million for Salt Wise grant program in state budget. It got stripped out of budget, but Madison was able to get it reintroduced. Legislative session ended without adoption. Need more locals to mention how beneficial this grant program will be.
- Legislation re-introduced about limited liability, but it was at the end of Legislative session. Madison will continue working on getting more Legislative undertakings over the upcoming year.
- See Chloride Trends link in the chat.

5. Budget Report.

Discussion: Heider reported a current balance of **\$21,295.96 after:**

- Paying a bank fee of \$8.00;
- Paying an NCWRPC invoice of \$325 for services from October through December 2025;
- Reimbursing NCWRPC for web hosting costs of \$54 for October through December 2025;
- Paying WJFW (TV 12) \$3,580 for playing the Smart Salting PSA during the Winter Olympics;
- Depositing \$2,500 invoiced contributions from 9 of 12 Members.
- Depositing \$1,000 donation from Marathon County for Smart Salting PSA on Winter Olympics.

Outstanding Liabilities:

- Up to \$921.23 remaining from \$2,000 to replenish expo booth supplies.
- Sponsorship of Salt Wise at the \$5,000 level to be paid in December 2026.

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 = **\$15,374.73**

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

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Pritchard noted that we would now address the Salt Wise sponsorship and then the Educational Outreach Coordinator contract.

Discussion: Heider explained what the Coalition approved for a 2026 budget and what the actual numbers are in 2026. Members discussed what money is available in 2026 and what actions to take.

Extend Salt Wise sponsorship in 2026.

Action: **Moved/Seconded by Vergara / Schoen to update Salt Wise funding to \$10,000 in 2026. Motion carried.**

Extend Educational Outreach position with NCWRPC.

Action: **Moved/Seconded by Thuot / Vergara to continue Educational Coordinator position with NCWRPC at the up to \$8,000 annually and extend the contract to April 1, 2028. Motion carried.**

7. Public Education & Outreach – possible funding opportunities.

Action: **Moved/Seconded by Vergara / Novitch to have a booth at EXPO 2026 & UWSP EcoFair, and pay \$650 booth fee. Motion carried.**

Action: **New Drink Like A Fish sticker approved for use with possible changes by general consent.**

Action: **Moved/Seconded by Schoen / Vergara to run Rubber Ducky PSA on TV around Earth Day 2026 in the amounts of \$3,500 on Ch7, \$1,700 on Ch 9, and \$500 on TV43 Baraboo. Motion carried.**

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

- Eilertson provided an update on the APWA WI Chapter Stormwater Utility Fee and Credit Spreadsheet revisions. The APWA WI Chapter is in the process of working with communities to refresh rates and credit policies and it would be great to get this updated as accurately as possible – contact Eilertson with your updates.

- Next meeting will be the third Thursday in May (May 21) to hold elections.

9. Adjournment.

Action: **Motioned/seconded by Vergara/ Thuot to adjourn the meeting at 11:58 a.m. Motion carried.**

Submitted by: Fred Heider  
North Central Wisconsin Regional Planning Commission