

**Communication Focus Area Committee
Meeting Minutes
March 2016 Quarterly Boards
March 3, 2016: Northfield Inn, Springfield, IL**

Meeting called to order at 8:03 am.

Roll Call Vote:

Present:

Anderson, Jason
Anderson, Tom
Doedtman, Dan
Duval, Dan
Kesler, Ken
Stierwalt, Steve
Vosholler, Kenny

Absent:

Bowers, Glen
Ishmael, Amy
Thomas, Marquitta

Other Present: Adams, Ross Rennecker, Brian

Action Items:

Motion to approve minutes Jason Anderson second by Dan Doedtman.
Districts need to send articles highlighting their work to Kelly for the Weekly Wonders.
Kelly to send districts info and the district can personalize the county information.
LUC delegates to give an agenda to their county boards with highlighted points.
Dan's campaign "Clean Water" to urban legislatures.
Meeting adjourned at 9:57a.m.

Items of Interest:

Weekly Wonders-

Effectiveness, how to get them to the people with no internet.
Need to make it a more standard format.
Highlight specific subjects in the subject line.
Bullet point format.

NLRS-

50 roadshows have been completed or scheduled. Has had a VERY positive impact, attendance has been exceptional.
How to get the word and recognition back to the districts.
Need to push the success story of the 50 NLRS roadshows.
Develop a news release entailing SWCD & partners. Have the districts publicize what went on at the NLRS meetings.
Communication update to current partners about the road shows success.
Send out new partner directory to districts.
News release from the AISWCD with state statistics that can be personalized for each districts use.

LUC-

AISWCD to send information for discussion on a grass roots discussion for the LCU meetings.
Priority watersheds- LUC in internal structure or identify by watersheds?
Continue communications with neighboring counties in watersheds communications/grants.
How to facilitate funding by watersheds? Need structure.

Minutes taken and transcribed by: Brian Rennecker, AISWCD CREP Resource Specialist