

Education and Outreach Subcommittee Meeting II
July 7, 2007 3:30-5:00 pm

Attendees: Alicia Malloy, Don Emmert, Crystal Joshua, Linda Prokopy, Mary Cutler, Eileen Hack, Sara Peel

Votes added after the fact: Art Remnet, Lindsey Payne

Fair/Festival Review:

- To date, we've attended the Warren County Fair. We had a relatively decent result with individuals stopping at the booth; however, without any real draw we didn't get a lot of attention.
- We will be at Wabash River Fest on Saturday from 9-5 and attend the Fountain and Tippecanoe County fairs over the next two weeks. All volunteer slots are filled; however, individuals should feel free to stop at the booths as available if interested.
- Hoosier Riverwatch sampling occurred approximately 2 weeks ago at 12 sites. All sampling was completed within two days at all sites.
- River Fest Question: was advertising completed for the event? A: unknown as to the advertising plan or whether it is listed on TV18's Green Calendar. Sara will pursue the education/outreach committee's involvement in planning next year's event. Eileen and Linda volunteered to assist as needed.

Survey Results:

- Things that jumped out:
 - The river is a symbol of the region (>80% agree).
 - River corridor provides habitat for fish and wildlife.
 - Many noted that they didn't know much about the river but were also not willing to learn more.
 - Many stated that they didn't know how to get involved.
 - One noted that other civic or charity needs were more important.
 - Limited time due to work schedule or no time for events which suggests that evening or weekend activities are likely best.

Prioritization:

- Attendees were provided with 10 dots of two colors to vote on ideas generated during the May meeting. Votes were for two items: things that should be done and things on which you want to work. Individual items were discussed post prioritization with some items combined as possible. Items not prioritized or where individuals present were not willing to coordinate efforts are listed with potential contacts.
- Individuals will provide potential plan for event/item, feasibility, costs, target audience, time frame for organization to occur and for event itself, and any potential partners to Sara by September 1. These items will form the basis of the

discussion for the next meeting. Two items: educational website and Green Week will likely be started prior to the next meeting.

- Prioritized list with individuals volunteering to follow-up for the September meeting are below with should happen/willing to do votes in parenthesis:
 - Educational website (10/19): Art, Linda, Alicia
 - Combined with podcast/Google earth tours/webinars
 - Post signs around the watershed (9/8): Crystal and Eileen
 - Canoe float/boat on the river event (9/4): Mary and Alicia
 - Green Week 2009 (6/7) partner with TCPWQ/Linda to contact (see below)
 - Highlight green practices for developers (5/5): Crystal
 - Track water drop from tap to river and vice versa (5/4): Don and Eileen
 - Explore opportunities to get the word out (4/9): Linda and Don
 - Combined with information into trolley tours, art walk, haunted Lafayette, etc. (5/2)
 - Get information into water bills (4/2): Don/partner with TCPWQ
 - Fishing derby (4/5): Mary and Alicia – contact Reuben Goforth/PU AFS
 - Develop green sponsorship for businesses (4/-): Lindsey
 - Combined with approval for green businesses idea
 - Incorporate River into national days re: ecosystems (3/7): Don and Mary
 - “Day in the Life” historical event (3/4): Crystal and Eileen
 - Note: Day in the Life of Tippecanoe County should be here as an EPICS TCHA project however the links does not work: <http://tcha.ecn.purdue.edu/index.html>
 - Create mailing list/use social networking (3/3): Linda
- Items not prioritized that will be saved for later include:
 - Host green or river events in downtown businesses (4/-)
 - Purdue welcome week (3/-) and Post information in dorms (2/-)
 - Sara will contact Boiler Green Initiative
 - Guided wildlife hikes (1/-)
 - Mary will mention to current coordinated effort that water quality programs/water quality should/could be mentioned as part of the process
 - Field trip
 - Multi-day camp
 - River genealogy event
 - Post opportunities to Purdue volunteers
 - Identify water research/independent study project
 - Local certification for developers
 - Expert chat (could be included as part of website development)