

Education and Outreach Subcommittee Meeting II
September 10, 2009 4:30 – 6:00 p.m.

Attendees: Don Emmert, Mary Cutler, Lindsey Payne, Stan Lambert, Sara Peel, Robert Dodds

All comments refer to the attached draft work plans. Please reference these for further details.

Canoe Float/Boat on the River Event:

- Mary presented the overall concept and recommended that any event be modeled after those already in place throughout the state. These include Tippecanoe Lakes program with the Kosciusko SWCD office or the "I Survived the Wabash" event in Sullivan County.
- Targets were discussed with the initial idea to target freshman class or a small school (Charter School, etc.) for a pilot project in 2010
- Concerns: safety, how to determine raft guides/help, criteria for "experts", overall trip planning issues
- Actions: Mary will contact Darcy Zolman with Kosciusko SWCD and Stan Lambert will contact John Gettinger in Sullivan County to invite them to our next meeting (November 5 4:30 pm) for a discussion on how they organized their event and got it off the ground.

Fishing Derby:

- Mary detailed the overwhelming pros of organizing this event.
- Options for housing or including it with other events (i.e. Riverfest morning) were discussed. Sara will contact Riverfest committee to determine interest in including this as an event next year.
- Terrestrial options were discussed included fly tying and casting demonstrations, other games which occur without water.
- Don indicated that TCPWQ has discussed a fishing derby in the past and would potentially be interested in participating in organizing such an effort.
- Next steps: Check in with Riverfest organizers re: interest for 2010; Mary and Don to explore other options for stand alone event.

Green business sponsorships:

- Lindsey outlined efforts to date including meeting with the West Lafayette Go Greener commission and Greater Lafayette Commerce to organize. Another meeting will occur at 8 am on September 16th. Sara will attend with Lindsey to discuss ideas and options.
- Issues: monitoring is likely difficult or at least intensive; application fee, method, and specifics not yet determined; use of logo for certification; how to confirm requirements; etc.
- Mary noted that Wildcat Creek SWMD had a program in the past that was similar to this.

- Don indicated that TCPWQ had interest in seeing an effort similar to this and once a program is developed may be able to assist in some manner.
- Next steps: continue development with Sara joining meetings; report at next meeting on progress

Track water drop:

- Don indicated that several online options were available but there wasn't anything concrete or easily useable available.
- Discussions of a connection from tap to ocean may be easier to identify rather than tap to river.
- The need for a small scale model with viewable pipes might be nice.
- Option to include discussion of this as part of a float trip – with a stop at the new Indiana American Water plant.
- Next steps: determine audience to flesh out plans; Don will report at next meeting.

Education website:

- No committee members present for questions
- Education committee requested a break down of short, medium, and long-term education website efforts or targets – are there things that can be completed without grant money for a Portland-esque website?
- It was noted that both a web-based and walking tour podcast would be nice.

Bill stuffers:

- Don indicated that bill stuffers were relatively easy to complete. Prices are based on what is being inserted and the cost of mailing (if addition to bills).
- We can target mailing to downtown urban core, entire watershed, one city or the other, etc.
- Could use stuffers as incentive to attend meeting – bring stuffer to meeting and receive a free gift, etc.
- Next steps: create list of contacts for bill stuffers and begin developing list of potential stuffer targets.

Trolley tours:

- Don contacted John Metzger who oversees the Trolley Tours. Currently they use five facts about the Wabash (below) and would be happy to add others into their script.
- Next steps: committee should think of facts or concepts that we would like to see included and bring those to the next meeting.
- Current facts:
 - Wabash is the official state river
 - Wabash is the longest undammed river
 - The meaning of the name Wabashiki
 - Wabash was a mode of transportation

Education website – Art, Linda, Alicia, Laura

Four main discussion points

- Developing website similar to Portland's
- Walking Podcast
- Email lists pertaining to Wabash
- Google Earth Tour

Emulating Portland Website

What we'll need to accomplish this:

- Funding- what grant opportunities are out there (state or federal funds)
- Is there anyone at Purdue (professor/class/grad student) who can do the programming work to get this done?
- Additional server space- possibly work with ITaP
- The contact at Portland to contact with questions (Linda may have this)
- Possibly piggyback off of county GIS

Next steps:

- Find out if we have a contact/ can develop a relationship with someone in Portland
- Investigate grant opportunities
- Review what Tippecanoe Co. GIS can offer us

Walking Podcast

- Discussion about podcast:
- Possibly a 2 part walking tour.
 - 9th street to Depot (or Depot to 9th street)- will cover history of the city, and how the river helped to influence history (' A river runs through it'
 - Depot to heritage trail- will cover many of the natural history aspects of the river, including:
 - Flora along river
 - Fauna
 - Waterflow
 - Historic high water marks

What we will need to accomplish this:

- Work with other subcommittees (i.e. living history) for content to include in podcast
 - Create script that is consistent with other information out there
- Ask someone from the visitor's convention bureau to join us
- Get cassette tape of walking tour from visitor's convention bureau and transcribe it. See if we can tweak this walking tour to add some of our own information
- Someone with a good storytelling voice
- Digital recorder

Next steps:

- Walk the proposed walking tour with whole group.

- Brainstorm what we can discuss on this walk.
- Choose stop points.
- Contact visitor's bureau about partnering
- Get a copy of VCB's walking tour and start transcription on it

Email lists pertaining to Wabash

Discussion: There are many existing email notifications that people wanting more information about the Wabash might be interested in (e.g.)

Flood patterns

CSO events – West Lafayette:

<http://www.westlafayette.in.gov/department/division.php?fDD=11-59>

CSO events –Lafayette:

We might want to start a listserve, or email list to forward this on to people who would like notifications. Or, perhaps just an area on a website where people can access this information.

Next steps:

- Look through and gather resources

Google Earth Tour

This will be a project to tackle after the podcast walking tour is created. We can combine podcast with Google Earth Tour.

Next steps:

- Wait for podcast to be developed further
- Begin taking photos of interesting spots to include in the Google Earth Tour

Additional Discussion Point:

What domain name will we want to use? Did WRT buy domain names? Can we have one? Would prefer it to be a separate site from wabashriver.net

Canoe float/Boat on the river event – Mary and Alicia

- Investigated the use of inflatable rafts available from Arrow Head Country Resource Conservation & Development. These rafts are used several times/year by this agency to provide float trips on the Tippecanoe River for local high school students. Rafts could be preferable to canoes in that they hold multiple passengers, don't require much experience to paddle, and could be staffed by a "guide" who provides informational commentary along the river route.
- Audience: Possibly two events – one for high school students (utilizing Arrow Head Country RC & D's model), one for the general public
- Location: Wabash River
- Timing: Fall (Low water flow, good weather)
- Potential Partners: Kosciusko & Tippecanoe Co. SWCDs, Greater Wabash River RC & D, Purdue Outing Club, Purdue Crew, Purdue Outreach Depts. & faculty (To provide educational components on trip)
- Potential Sponsors: Hodson's Bay, Dick's Sporting Goods, Arrows III
- Raft info: 10 rafts are available for rental use. They hold 12-14 passengers .
- Rental fees are as follows: \$50/raft/day; plus a \$100 per activity damage deposit. (See attachment.)
- Liability insurance, with a minimum of \$1,000,000 combined single limit, is required, along with completion of a hold-harmless agreement. (See attachment.)
- Transportation of the rafts from the loaner facility (northern Indiana), would be required; a livestock trailer is used to transport the rafts currently.
- Funding: Grants & sponsorships could be pursued to defray the costs of the event. A fee could be charged per participant to guarantee participation and reduce costs.
- Action Steps: Determine scope of event (audience, participant limits, etc.), location, and date. Secure equipment rental for the day. Begin to research funding/sponsorship avenues. Develop a plan for organizing the event, including all logistics, advertisement, etc.

Track water drop from tap to river or vice versa – Don and Eileen

A few good websites explain the path water takes to each endpoint but pictures, diagrams, or posters to order from sites do not appear readily available. Indiana American Water are sending an information packet.

http://www.healthgoods.com/Education/Healthy_Home_Information/Water_Quality/where_drinking_water_from.htm

(good facts)

http://physics.ship.edu/~mrc/astro/NASA_Space_Science/observe.arc.nasa.gov/nasa/earth/hydrocycle/hydro1.html

(interactive)

<http://ga.water.usgs.gov/edu/dryville.html>

(good story that students can draw pics, act out as a play)

<http://ga.water.usgs.gov/edu/earthgwquality.html>

(groundwater quality with sources of contamination)

<http://www.amwater.com/inaw/learning-center/water-101/treating-water.html>

(treating groundwater at municipal utilities, with pics)

Potential Partners:

Potential Cost:

Future Action:

Timing:

Fishing derby – Alicia and Mary

- Contacted Clint Kowalik, Indiana Go FishIN Coordinator, with the Division of Fish & Wildlife, to discuss support available from this program for an event. Educational “give-aways”, including fishing booklets, door prizes , etc., would be available from this office for such an event. Additionally, extra fishing equipment (rods, reels & tackle) would be available along with technical expertise and perhaps some staff support.
- Loaner equipment would be available from my office, as I serve as a loaner site for the Go FishIN program locally. I also have equipment available to conduct fun “land-based” fishing activities, including games, crafts, and fish biology educational activities.
- Sites for a fishing event could include several Tippecanoe Co. Park Dept. facilities; including Fairfield Lakes, Tippecanoe Battlefield (Burnett’s Creek), boat launch sites on the Wabash River (Davis Ferry, Granville Bridge.) Other public facilities need to be investigated (Lafayette Park Dept., etc.), and needs determined for accessibility, parking, etc.
- Suggest that this event occurs on the DNR’s Free Fishing Weekend (typically occurs the first weekend in June) to allow adults to fish free along with their children, without the need for a fishing license.
- Audience: Could target specific groups – Seniors, youth, or youth with special needs. The event could be divided into windows of time to accommodate specific groups.
- Potential Partners: Fishing Has No Boundaries, Purdue Bass Fishing Club, Purdue Chapter of the American Fisheries Society, Go FishIN Program, Rueben Goforth
- Potential Sponsors: Dick’s Sporting Goods, Arrows III, Wal-Mart
- Costs: Trophies (solicit donors), Bait, Refreshments, Craft Supplies, Give-aways,
- Action Steps: Investigate similar events which have occurred locally – seek a model for the event. Determine the scope of the event (audience, date, location, etc.) Begin to seek out partners and sponsors. Develop a plan for organizing the event.



Develop green sponsorship for businesses – Lindsey

Clear Blue-Green Business Certification Program

Program: Clear Blue-Green Business Certification Initiative

The name, Clear (as the Wabash used to be) Blue (to emphasize the importance of water/the Wabash) and Green (to keep the focus to holistic sustainability)

Partners: Go Greener Commission, Chamber of Commerce, WREC and... "Who are we missing?" Special education assistance provided by WIRED and/or TAPS (Purdue Programs)

Target Businesses within the Greater Lafayette Reach of the Wabash River

Audience: Watershed/Tippecanoe County

Timeframe: TBA (in the process of setting up another meeting with the group for this week/next week to define roles, responsibilities, timelines, etc.)

Funding: Corporate sponsorship (have not been identified to entire group just yet)
Application fee

Expenses: Review Board
Administrative costs (website maintenance, paperwork, etc.)

Key Points for Discussion:

- 1) The governing body/committee for approval, site visits, and financial matters
- 2) Name of governing body/initiative
- 3) Fee or no fee and if yes, what amount
- 4) How often members must reapply
- 5) Fine-tuning criteria
- 6) Outreach to Indianapolis Chamber of Commerce