

Education and Outreach Subcommittee Meeting IV

January 28, 2010 4:30 – 6:00 p.m.

Attendees: Don Emmert, Sara Peel, Linda Prokopy, Crystal Joshua, Alicia Malloy, Lindsey Payne, Gene Hatke

Project Updates

- Bus Tour: Occurred on November 21st, 2009 with 30 attendees. Reviews of the event were good and we'll likely to hold another tour in the spring. It was requested that information be provided earlier and that we include more rural opportunities.
- River Fest: The committee met yesterday (1/27) and is hoping that the event will grow into something larger than it has been in the past. The date: July 10th, 2010 10-4.
- Educational Website: A Purdue class focused on stormwater, carbon and wildlife habitat footprints is occurring this semester. The goal is for the class to write a grant application to fund creation of a county-wide website to allow individual landowners to calculate their footprints, identify methods by which they can reduce their impact, and see demonstration sites. The class will be presenting their group findings on April 22nd and would like members of the education and outreach committee to attend.
- Business Certification: The Chamber, Go Greener, WREC, and a few businesses created the Clear-Blue-Green Certification program. It launched at the Chambers January Industrial Luncheon. Applications will be accepted from businesses year around with the first cycle ending March 22nd and announcement of the first round of certified businesses on April 22nd. Visit the chamber's website for details: <http://www.lafayettechamber.com/chamber-commerce/news/2010/01/15/local-green-business-certification-program-be-launched-lcc>
- Water drop tracking: no updates
- Highlighting green practices to developers: Crystal provided a document highlighting the challenges in defining green for developers; what the focus should be; and how we could highlight certification for developers. Overall, we hope to develop website to act as a portal to green ideas and practices. Links from area entities including the Chamber, the cities, the county, Go Greener, WREC, Boiler Green, etc. would direct interested individuals and entities to one central website. In order for builders or developers to become certified, they must gain three points or certifications for which they will receive advertising on websites, physical award(s), and recognition for yearly achievements. A central training website would be benefit of this effort as well. It was determined that this idea would be presented to the CBG Certification group already assembled by the Chamber as a starting point to move this effort forward. The group is meeting February 10, 2010 and will provide an update at the next meeting.
- SWCD Clean Water Indiana grant for signage: Grant of \$2000-3000 was funded and now we need to determine what we want to sign and how we will complete this effort. SWCD will lead this effort and will plan meetings to begin discussion in the near future

- Latino Fest: Tippecanoe County SWCD is not exhibiting this year due to cost and because we have not translated our brochures into Spanish. If the translation is of interest, we need to get working on this effort again.
- Wabash Sampling Blitz: A spring event is scheduled for April 9th, 3-5 p.m. and will generally follow last fall's schedule and mechanics. More details to follow.

Steering Committee-Punted Concerns:

- The steering committee punted the following concerns which this committee should consider in the long run.
 - The public does not feel a sense of ownership for the river or its watershed.
 - The public lacks knowledge about the river and its tributaries' water quality.
 - Partnerships between existing organizations are under-utilized.

Education Logic Model:

- A discussion of our goals and activities occurred with the following logic model and ideas generated.
 - How do we accomplish our short-term goals?
 - How do we translate our activities to actual recruit people so we can reach our long-term goals?
 - Need to make sure that we revisit what activities are and are not working to ensure that the message is really the same.
 - Revisit the Tippecanoe County Survey – do we know why the 40% that have a sense of ownership actually feel that ownership?
 - How do we bring out families – bring kids → bring adults → instill a sense of ownership.
 - It is difficult to gauge the people who are not engaged or informed – they don't come to the river, so no idea of their awareness level. If outsiders (from New Jersey) are questioning why people don't use the river, then it should be something we question as well.
 - If we want people to recreate on the Wabash, then they need to see others recreating. Historically, there was a flotilla where people built their own boats. Sullivan County does this – all 7th graders float the Wabash and as the program grew, all Sullivan County residents visited the river during that time and are now focused more on the river.
 - Market activities at individuals that have expressed an interest – WREC facebook friends, meeting attendees, etc.
 - We need to list our long-term activities and those completed by other entities (art on the Wabash, etc.) to see what our long-term message should be then market that to interested individuals and entities.
 - We need to instill a sense of ownership – use the scenic quality of the river, the "sexy" paddling locations, etc to draw individuals into the Wabash.

Short Term	Medium Term	Long Term
Groups working together to address water quality issues	Sense of ownership- river is an asset	Economic development in the community
Increased attendance at river festivals	Increased or improved river access	Thousands on river-increased recreation
		Water is clear
Better knowledge of river	Increased comfort level with river	Improved water quality
Increased awareness of river	River pulls people together	Wabash is a destination
Increased awareness of personal impacts	Businesses lead promotion of Wabash	Flood mitigation efforts increased
Increased awareness of resources associated with river (i.e. technical, financial)	Increased adoption of BMPs for all target audiences	

Next meeting March 11, 2010 4:30 p.m.: Subcommittee updates, strategy for fairs, focus on message, float trip presentation from Darci Zolman.