

## Education and Outreach Subcommittee Meeting VII

May 13, 2010 4:30 – 6:00 p.m.

Attendees: Alicia Malloy, Art Remnet, Lindsey Payne, Sara Peel, Linda Prokopy

### Program Update: Clear-Blue-Green business certification

- 19 businesses have been certified to date
- We need to work on promotion efforts and will be focusing on highlighting one business per week on facebook and developing a website with map and certified business listing
- We will also be developing a brochure for businesses and will look to identify the “How to be green” brochure from IDEM
- Lindsey’s also spoken with a professor about completing energy audits for certified businesses.
- We’re targeting a group of businesses and will hopefully certify 2 more businesses per CBG committee member by Riverfest where we’ll announce the next group of certified businesses. Please contact businesses you think might be interested. Let Lindsey ([lbpayne@gmail.com](mailto:lbpayne@gmail.com)) know if you contact any businesses so that we don’t overlap our efforts too much.
- A link to the program is available at [www.wabashriver.net](http://www.wabashriver.net) on the right side of the homepage.

### Fair attendance:

- Sara spoke with Deb Lane in Warren County and we are partnering with them for the Warren County Fair. They are planning to highlight their new CREP program which includes our portion of Warren County; display cover crop and no-till information; and detail their rain barrel program with a rain barrel on display. Sara will contact Deb to ensure that our effort mesh with theirs.
- Sara will contact the Fountain County SWCD to discuss partnership options.
- Sara will work with Don Emmert to see if we can partner for the Tippecanoe County Fair again this year. Last year we shared two tables with the SWCD and TCPWQ.

### Riverfest:

- Occurs July 10<sup>th</sup> from 10 am to 5 pm. We have a full slate of races for the first time in the event’s history.
- A 5K race sponsored by Evan Todd will begin at 8 am (?) with Tapawingo as the target end area. A kids “float” parade will begin at 10 am with races on the half hour every hour from 10:30 to 4:30 pm.
- A series of presentations will occur on the hour from 11 am to 4 pm and will include Reuben Goforth highlighting Wabash River fish species, the SWCD detailing their efforts, etc. we hope to work with Purdue crew for a demonstration or at least an open house of their new facility. Lindsey will present the new group of certified businesses as well.
- The fishing derby will be incorporated into Riverfest as well.

### Surveys/Public Meetings:

- Sara distributed the schedule for the remainder of the project which detailed fair and festival dates, survey target dates, and public meeting targets.
- Fairs:
  - June 15-18 Warren County Fair
  - July 10-15 Fountain County Fair
  - July 17-24 Tippecanoe County Fair

- Festivals: Riverfest July 10<sup>th</sup>. The committee discussed other options as well and identified Mosey Down Mainstreet (Lindsey will contact to schedule), the farmers markets (Art will contact West Lafayette, Sara Lafayette), and other options which were eliminated.
- Surveys: Sara will be sending initiations soon for the urban and rural social indicator surveys. Target dates for the urban survey are June 14, 16, or 28 with the rural survey targeted at July 6-8.
- Public meetings will occur this fall (October) to allow stakeholders to provide input on draft goals and action items. Linda's class will assist with breakout sessions. The final meeting will occur in the spring (March) as a final check on the project and hopefully to launch the cost share program.

#### Message for Fairs and Festivals:

- Focus on debunking the myths about the Wabash River and its water quality (ie Myth Busters). Focus on how good the water quality is and identifying those problems that people see on the surface but don't know what they really are – odor, brown water, etc. We should also highlight our success (CBG, etc).
- The idea of a spinning wheel was discussed where individuals could answer questions for a series of categories about the river, stormwater, watershed impacts, etc. Linda will pursue a wheel apparatus.
- Give-aways: use the lunch bags from the Blitz, consider others that mesh with our message a bit better as well. Sara will research options.
- Message: the Wabash, more than something to drive over, a river runs through it, focus on getting people around it, on it, in it, etc.
- Include: representative samples of water in the watershed and allow people to test them if they'd like; have a jar and ask "how much sediment is in this water" for a trip down the river in the voyager canoes – Sara will discuss with Gene Hatke.
- How to move forward: Sara will contact TCPWQ and SWCD to see if they are interested; Linda will pursue a wheel; meet June 2 (Wednesday) at Sgt Preston's to begin developing questions. Include SWCD/TCPWQ, Ron Turco, Laura Bowling, Reuben Goforth and other education committee members in request.

#### Community presentations:

- Science Café at KDees Coffee – Lindsey will pursue the possibility of scheduling something technical
- Church presentations – provide a canned or series of canned presentations (15 minutes) that individuals can present at their church or group
- Target specific groups? Ask the steering committee and other volunteers if they are members of groups or are aware of groups looking for speakers at the informal level – scouts, church, service clubs, etc.
- Neighborhood associations: Art will work to identify groups that may be doing more than maintaining a website to see if any may be interested. Alicia will follow up with the group adjacent to the dog park.
- Greyhouse Coffee hosts concerts and movies, would they be interested in a presentation?
- Posters to display around town – focus on 11x17 posters which feature key facts about the river which could be displayed for a week or a month... play up the scenic view of the river, etc. Potential service learning project? Sara will pursue this.

