Meeting Summary
AOC Citizen’s Advisory Committee – OUTREACH
12/10/2013
UWGB

Participants: Dotty, Kathy, Vicky, Janet, Bruce, Patricia, Angela, Annette
Facilitator: Julia

Agenda

1) Intros, Agenda, Ground Rules (15 min)
   - Citizen Climate Lobby (Pat)
   - BLRPC – e-newsletter – good source of information for grant funding (Angela)
   - Media response to AOC publicity – handout (Bruce)

2) State of the Bay Report - complete and currently going through a copy edit at SG; SG will be doing a press release and will host the report
   - Will there be an executive report? Julia to find out
   - SOB will provide a summary of important data and trends of interest in AOC and includes whatever data is available
   - The purpose of the report is to track changes over time (e.g. impairments)
   - Maybe shouldn’t be a top priority for this group, but key points in SOB could be incorporated into the key messages for the AOC
   - Many of the Edge of the Lakes Lecture Series topics came from the SOB and RAP
   - The report tries to get at the status of the BUIs
     o Could pull out info that impacts BUIs and use to craft BUI messages

3) Bay Beach Restoration – making Bay Beach swimmable
   - Need to verify economic benefits
   - BUIs involved include: 1) Beach closings and 2) Degradation of aesthetics
   - Beaches that are being monitored include: Longtail, Bay Beach and Communiversity
     o Longtail and Communiversity are not really considered swimming beach though
   - Having a difficult time with the City of GB – concern that the action plan is not realistic and there will be public pressure to move forward on it
   - What is the realistic timeline?
     o Healthwise, it could be opened right now, but the primary limitation is $
     o Would it be helpful for group to talk to GB about water quality? BLRPC is sensitive to the concerns of GB and primary interest is keeping them as a partner
   - This group should focus on water quality issues and let the technical and engineering folks take care of the designs and plan
   - Bay Beach Restoration is one of the primary goals of the RAP

4) Educate Legislators
   - In communicating with legislators, it is important to pause and listen to them
   - Need to focus on key messaging and learn how to communicate with them
   - Economic benefits are important to them
     o $31,000/day for every day a beach is open
   - Public Health Department holds “Legislative Breakfasts” (1-2/yr) – breakfast and presentations with a Q & A
- Provides a relaxed atmosphere where they are not challenged
- Would the PHD possibly sponsor an AOC health topic? Yes, maybe (Pat).
- DU does the “Legislative Day” in Madison
  - Bruce could ask Brian (who is this?)
- Get the Legislators on the water in AOC
- Legislators as key audience in developing messages
- Important that we develop messages so that the media will grab on to them
- Need to target very broadly
- Conservation Lobby Day – should look into getting on the agenda

5) Developing key messages & audiences for the BUIs
   - Process for identifying messages
   - State problem and include action items (short phrase/sentence)
   - Identify the 5 (arbitrary #) most important problems/challenges to delisting the impairments
     - Use ‘Restoring’ BUI – Need to be POSITIVE in our messaging
   - Use recent DNR documents as resources
   - Identify which are the most important BUIs to delist
   - Water quality remains an issue --Keep messaging simple
   - Need to talk to ag (dairy) producers
     - TMDL development outreach team identified crop consultants as an important audience
   - There are outside resources for key messages
   - Looks like there is a need to review BUIs

6) Moving forward
   - What would this group like to move forward on?
     - Need more discussion about Bay Beach restoration and how this group fits in, but there is interest in working on this
     - A lot of energy from the group about developing key messages for legislators and planning events around this audience

7) Wrap-up & next meeting (planning stages!)
   - Expand meeting to 2 hrs