Meeting Summary
AOC Citizen’s Advisory Committee – OUTREACH
11/11/2013
UWGB

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

Goals of the meeting: Laying the ground work outreach by:

1) Discussing the role of the CAC in outreach efforts and defining the scope of work by identifying constraints and/or limitations of the group’s capacity and resources;

2) Brainstorming target AOC audiences and outreach effort ideas

3) Linking it all together and prioritizing outreach efforts moving forward

1) Scope of Work -- What Can We Accomplish? What do we want to achieve?
   o Chad reviewed charter and acknowledged the many efforts and projects that are going on in and around the AOC
   o Several folks mentioned the a gap in a central group that is helping to organize/coordinate outreach efforts and the need for making connections to other groups doing work in the AOC
   o There is a general education and communication gap about AOC and its problems
     ▪ Dealing with complacency
     ▪ Need a grassroots efforts with citizens in order to effect change
     ▪ Messaging needs to be crafted at a first-grade level; figuring out what language resonates with public at large
   o Forming a watershed group or “Friend of the Bay” 501(c)(3)
     ▪ Look to St Louis Estuary as a model
     ▪ Could help with fundraising

2) Brainstorming Audiences & Outreach Efforts
   o Audiences:
     ▪ Media outlets/general public
     ▪ families (parents/youth)
     ▪ local elected officials (municipal/county)
     ▪ landowners (urban, rural, ag)
     ▪ citizen-based groups (DU, TU, Faith, etc)
     ▪ Business leaders
     ▪ Community leaders
   o Outreach efforts
     ▪ Targeting potential funders to support AOC outreach/projects
     ▪ Educate legislators (local/state)
     ▪ Booth for events (signs, posters, display)
     ▪ State of the Bay Report (summary, ppt, handouts)
     ▪ On the Bay outings (kayak, Foxy Lady)
     ▪ Education of Best Management Practices/strategies that minimize nutrient loading (fertilizers, manure)
     ▪ Develop Key audiences & messages for each of the 13 BUIs
     ▪ Bay Beach Restoration (public awareness campaign, debunking beach myths)
     ▪ Community forum on water-related issues
3) **Linking it all together**

- Discussion and rating of time effort and resources for each outreach idea
  - 1 = easiest; 2 = moderate; 3 = most difficult
- Group voting and prioritizing of outreach efforts -- What does the group value?

<table>
<thead>
<tr>
<th>Outreach/Education Idea</th>
<th>Effort Needed (1 = easiest; 2 = moderate; 3 = most difficult)</th>
<th>Voting Point Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Develop Key audiences &amp; messages for each of the 13 BUIs</td>
<td>2</td>
<td>13</td>
</tr>
<tr>
<td>Bay Beach Restoration</td>
<td>2</td>
<td>11</td>
</tr>
<tr>
<td>State of the Bay Report</td>
<td>2</td>
<td>11</td>
</tr>
<tr>
<td>Educate legislators</td>
<td>1</td>
<td>10</td>
</tr>
<tr>
<td>Community forum on water-related issues</td>
<td>1</td>
<td>6</td>
</tr>
<tr>
<td>Targeting potential funders to support AOC outreach/projects</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>Education of Best Management Practices/strategies that minimize nutrient loading</td>
<td>3</td>
<td>1</td>
</tr>
<tr>
<td>Booth for events</td>
<td>2</td>
<td>0</td>
</tr>
<tr>
<td>On the Bay outings</td>
<td>1</td>
<td>0</td>
</tr>
</tbody>
</table>