



Middle Kansas WRAPS Meeting Summary Thursday, August 28, 2008

Deb's Restaurant
Alma, KS

Rick Davis, Middle Kansas WRAPS Coordinator, welcomed everyone. Attendees introduced themselves and the organization they are affiliated with. Meeting attendees included Granville Davison, Doug Helmke, Mary Howell, Eric Banner, Scott Schwinn, Sherry Davis, Carol Blocksome, Will Boyer, Bob Leinemann, Janice Plummer, Sharon Bosse, Marty Burke, Shelly Buhler, and Steve Schaff.

Business Meeting Topics

- Rick Davis provided an update on the Middle Kansas WRAPS Assessment and Planning Report. The worksheets for the watershed issues are complete. The Outreach Plan is nearly complete. The nine elements of the EPA watershed plan needs to be completed. Numerous edits were suggested and will be incorporated into the plan.
- An update of the plan will be posted on the KAWS web site to download at <http://www.kaws.org/middle-kansas-river-wraps> . Additional Middle Kansas WRAPS documents are also posted.
- The KDHE – Watershed Management Section will be visiting all the WRAPS Stakeholder Leadership Teams during the months of September, October, and November. The purpose of the meetings is *“Representatives of the KS-WRAPS Work Group would like to meet with WRAPS Stakeholder Leadership Teams to discuss opportunities to continue to grow and strengthen these important watershed partnerships in the future. The meeting will include sharing information about the KS-WRAPS program, conducting a facilitated dialogue among leadership team members regarding their local WRAPS process, and soliciting ideas about tools and resources that would be helpful to the team”*.

The KDHE – Watershed Management Section will meet with the Middle Kansas Stakeholder Leadership Team on October 22 at Rossville City Hall. We will also conduct our monthly meeting.

The Rock Creek Focus Group met after the regular meeting. Carol Blocksome brought two large, laminated maps of the watershed for future use. Plans are progressing toward the October 29th Rock Creek Focus Group Meeting with

watershed stakeholders. A meal will be at 6:30, followed by the meeting. Both will be conducted within two hours. Watershed stakeholders will be able to sign up for a CoCoRHAS rain gauge. The theme for the meeting is to correlate measuring rainfall and runoff, which will serve as a platform for future meetings.

Next Meeting

Please mark your calendars for **Monday, September 29th** for the next **Middle Kansas WRAPS Meeting**. The meeting will be at the Prairie Band Pottawatomie Government Building. An own-your-own buffet will be available at 11:30 am at the casino, followed by the meeting at 1:00 pm. We need to begin planning what we want to pursue in the way of implementation activities for the next year. This will be a challenge since we have no demonstration project money. Please review the email below from Marlene Bosworth regarding her KSU Campaign Class for some ideas.

Here is a real quick list of "products" the K-State/WaterLINK students produced for us:

Fall '07: * Delaware River WRAPS brochure (designed and printed 500 copies for us)

* HHW Poster design to promote the new regional HHW program (the poster was really cool, with a blank area at the bottom where each co. could write their location and hrs. of operation -- we haven't gotten the HHW program up and running yet because of delays in getting the host facility in Holton remodeled, but expect things to get going this fall)

* Lined up radio interviews for me (focus was on the HHW program that was just forming at the time)

* Wrote a number of press releases on various topics

* Promotional items were produced (water bottles with logo)

* Developed a logo (in my mind, this was their biggest contribution; it took a lot of time even though the logo is very simple)

Spring '08:

* Designed a roadside billboard (this design will be made into roadsigns this summer using \$ from a Brown Co. Cons. District I&E grant)

* Designed a placemat (this design is being printed on 12,500 disposable placemats that we will distribute to restaurants in the watershed, using \$ from a Nemaha Co. Cons. District I&E grant)

* Developed a direct mail piece (we're having 5,000 of these printed using WaterLINK money; the dm pieces are sort of like a postcard, but what we'll use

them for is to insert them into newsletters, either ours or local conservation district's at a later date)

* PSA's -- the students developed and recorded 2 audio PSA's of 60 seconds each, that we provided to radio stations in the watershed; They also produced a video PSA that we're embedding on our website and that has been provided to the local access channels in the watershed for play on those local cable stations

* Promotional item (rain gauges with our logo and tips on how to protect water quality -- these are a really big hit because they look pretty cool and are very usefu -- this was something I didn't ask for, but turns out to be a great item)

* Interactive Classroom Presentation was developed and all the supplies for it were purchased by WaterLINK funds (I can use this with classroom students, it's a handy thing to have for when I don't have time to put together something on my own, plus it is VERY interactive)

* Wrote a couple news releases focusing on buffer strips (this involved a number of interviews with Carl Jarboe at JA Co. CD and two farmers who've used buffer strips and are really sold on their benefits)

* One of the students also designed letterhead and business cards for me, and WaterLINK \$ was sufficient to print over 200 copies of each for my use. This same student also put together a newsletter design that I used to put together our first newsletter that was sent out in May (we had a Clean Water Neighbor grant that covered cost of printing and mailing of the newsletter)

* Tri-fold display board with general info about Delaware WRAPS was put together (it is set up to make changes to the information on it easy), and a really nice tablecloth with our logo printed on it to cover the table where the display board is set up, all paid for with WaterLINK funds (I am going to try to place the board with brochures at local libraries, court houses, banks, etc. in the watershed over the next year)

As I said over the phone, I found that the students had the greatest success if I could provide a pretty specific list of items that we wanted. At the end of each semester, Delaware WRAPS held a special meeting with extra heavy publicity to provide the students a forum to present their "products". This was part of the requirement for their grade in Dr Muturi's class, and also made WaterLINK very happy. Of all the things I had to do for Dr. Muturi and her students, putting together these meetings was the most time consuming but it really made a big "splash" at the end. We used these meetings as an opportunity to provide educational issues for watershed stakeholders/residents and had really attendance, especially at the one in December (70+ people). Different professors will have different requirements for their students and their grades, but this end-of-the-project meeting is a good thing.

One of the side benefits that I think is GREAT is that the students learn a lot about water quality and watersheds, and go away with that experience and

knowledge. I felt that was as big a benefit as the material they produced for us, especially with the kids I had that were primarily urban in Fall '07. You'll have to figure out what your project needs in the PR realm, but we found all these things helpful in creating visibility for our project.

Hope this helps a bit.
Marlene

Notes submitted by Rick Davis, September 2, 2008.