

Wisconsin Conservation Congress Outreach & Public Relations Committee

Meeting Agenda

Mead Wildlife Area Visitor Center
September 14, 2019
10:30 am



NOTICE IS HEREBY GIVEN that the Outreach & Public Relations Advisory Committee of the Wisconsin Conservation Congress will convene at 10:30 am on September 14, 2019 at the Mead Wildlife Area Visitor Center located at S2148 County Highway S, Milladore, Wisconsin. The committee will meet to review and act on the items listed on this agenda.

ORDER OF BUSINESS

I. Organizational Matters

- A. Call to order
- B. Roll call for each committee
- C. Agenda approval or repair
- D. Review committee mission statements
- E. Public comments

*Citizens who wish to address the committee should contact one of the committee chair **Terri Roehrig** at (920) 540-2775 prior to **September 12, 2019**.*

II. Information & Action Items

A. Accomplishments to date

1. WCC Photo Library
2. Increased exposure on Facebook
3. Press releases sent out to delegates and media on important topics
4. Disbursement of WCC brochures to delegation at Fall District Meetings
5. WCC brochure updates; currently being printed
6. Education trailers: subcommittee formed and is working on it
7. Outreach talking points for Fall District Meetings

B. Old Business/ follow up

1. Review of OPR plan
2. Social Science study on WCC
3. Inventory of banners/ print materials on hand currently
4. Education trailer update

C. New business

1. District Meetings feedback

- a. What can the Outreach Committee do to support your engagement and activity at the local/county level?
- b. Where should we invest the most effort?
- c. Are your needs different by county/district?
- d. Is it total awareness or should we be balancing where we have the greatest need (lack of youth delegates or open seats versus more populated areas of district?)

- i. How can the committee support both?
 - e. What do you need?
 - f. For those with youth in the districts, what ideas do they have to increase public awareness and relations of WCC?
 2. What is the “big idea?”/ What will or can we do to inspire people to long for value of connecting to WCC?
 - a. Goals (by end of year, 2020)
 - b. Decisions to be made
 3. Delegate Pledge

III. Member Matters

IV. Adjournment

Give Us Your Feedback:

Following your committee meeting, please take the time to complete the WCC Advisory Committee Evaluation Form and provide leadership with input and feedback on how well the committee functioned.

Visit <http://dnr.wi.gov/about/wcc/local.html> and click on Advisory Committee Evaluation Form under Delegate Resources.

Committee Chair and Vice-Chair:

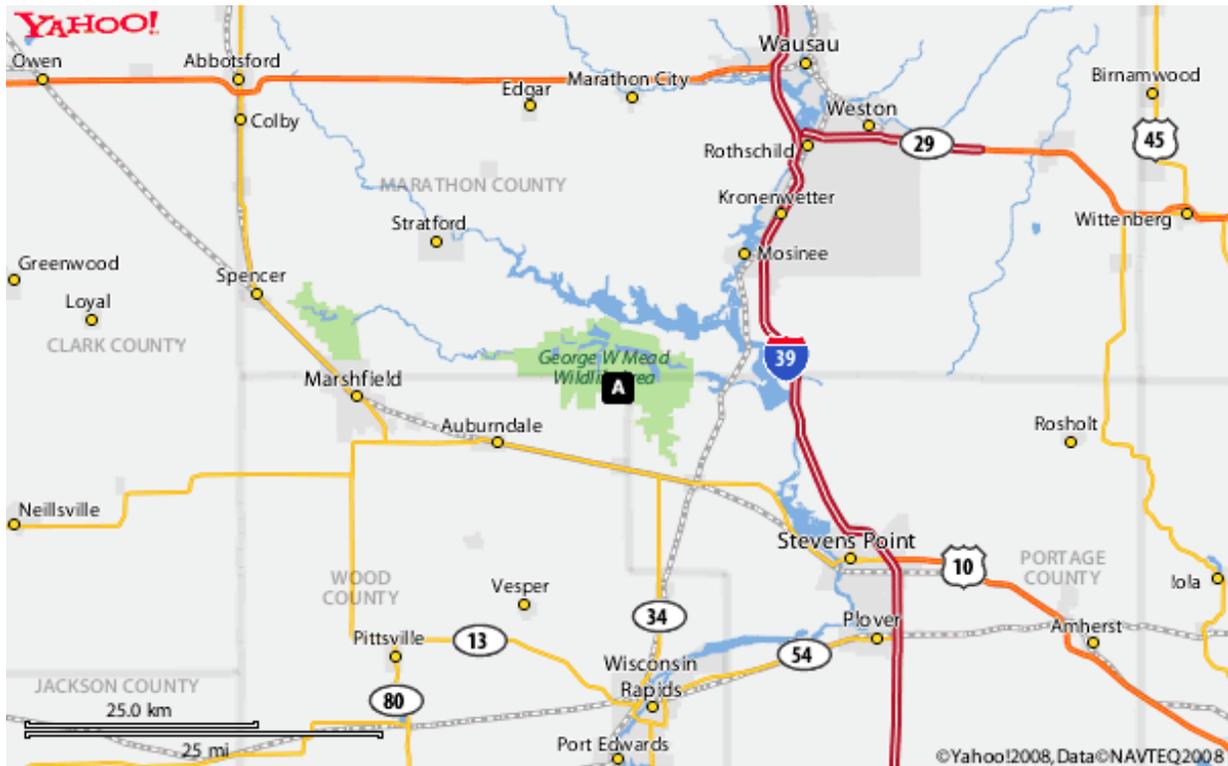
Terri Roehrig

(920) 540-2775

Mark LaBarbera

(520) 730-9252

NOTE: Per the WCC Code of Procedures VII.J.3, committee members must notify the committee chair no less than 5 days prior to the scheduled meeting to confirm your attendance.



From Marshfield: Take Highway 10 East to County S. Drive north approximately 6 miles.

From Stevens Point: Take Highway 10 West to County S. Drive north approximately 6 miles.

From Wausau: Take Interstate 39 and US-51 South to Exit 175 for WI-34 towards Knowlton & Wisconsin Rapids, Turn right. Drive south on WI-34 turn right onto County Highway C. Drive west approximately 8 miles to County Highway S turn left. Drive south approximately 3 miles.

From Wisconsin Rapids: Take Highway 34 North to Highway 10 West. Drive west approximately 3 miles to County S. Drive north approximately 6 miles.