

# Wisconsin Conservation Congress Outreach & Public Relations and Strategic Plan Implementation Committees-Joint Meeting

## Meeting Agenda

Mead Wildlife Area Visitor Center

July 13, 2019

9:30 am



**NOTICE IS HEREBY GIVEN** that the Outreach & Public Relations Advisory Committee and Strategic Plan Implementation Committee of the Wisconsin Conservation Congress will convene at 9:30 am on July 13, 2019 at the Mead Wildlife Area Visitor Center located at S2148 County Highway S, Milladore, Wisconsin. The committees will meet jointly 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 both 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 **July 10, 2019**.*
  
- II. Information & Action Items
  - A. Citizen resolutions – none
  - B. Review of 2019-2020 goals and measurements – Display on screen/flipcharts and handouts
    1. Short term
    2. Long Term
  - C. Outreach goals and action plans (brainstorming session)
    1. Public relations
      - a. Media
        - i. Press releases
      - b. Types
        - i. WON
        - ii. Radio-Outdoor organizations
        - iii. Weekly publications
    2. Education trailers and support
      - a. WCC talking points
      - b. Process
      - c. Funding
      - d. Contracts
    3. Education of public on role of WCC/NRB
      - a. Committees
        - i. Pictures

- ii. Event
    - iii. Agenda
    - iv. Summary
  - b. Resolutions in action
    - i. Year Introduced and what was introduced
    - ii. Progress of resolution
    - iii. Year of actual rule and what rule is
- 4. Value of WCC
  - a. YCC – 1 or 2x monthly posts with pictures
  - b. History
- 5. Increase Spring Hearing attendance
- 6. Partnerships
  - a. 4H groups
  - b. Other conservation groups
  - c. 6<sup>th</sup> grade teachers – See letter
- D. Facebook
  - 1. How to guide
  - 2. Facebook admins
  - 3. Posts
    - a. YCC
    - b. History
    - c. Management plans
    - d. Committees
    - e. Delegates in action
- E. Partner with Outdoor Heritage and Education Committee

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:**

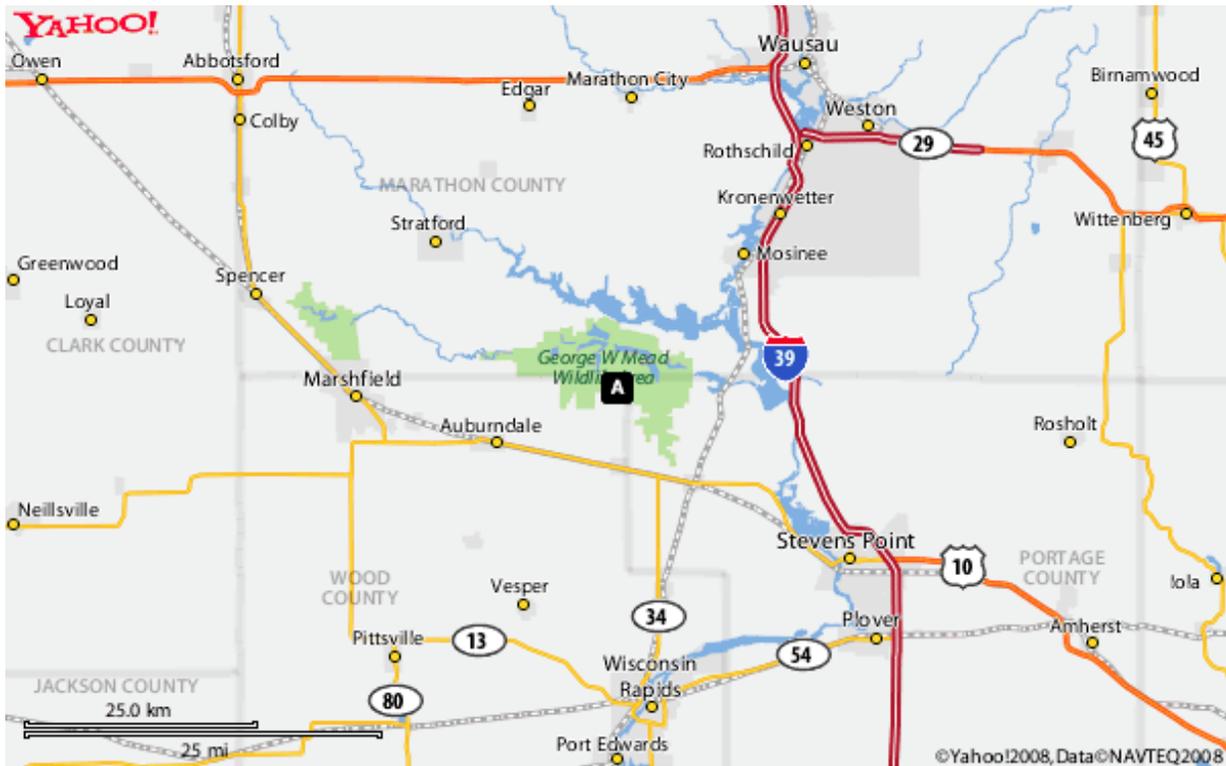
**Terri Roehrig**

**(920) 540-2775**

**Paul Gettelman**

**(608) 792-8489**

**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.