

Agenda
Friends of the Manitowoc River Watershed

4:30 – 6:00 p.m.
July 18, 2013
YMCA Conference Room

Introductions

1. Review our recent history and how we got here – Kim
2. Review our current outreach – Kim and Wendy
 - How well are we known?
 - Who is our targeted audience?
 - Press releases?
 - Formal mailing announcing group with brochures?
 - Website, Facebook, Social Media (see attachment)
3. Logo (see attachment) - Jenn
 - Elements?
 - Friends of the Twin Rivers
 - Friends of Hika Bay
 - Friends of the Branch River Watershed
4. *We all Live on the Water* and WaterGrass - Jim
 - Membership
 - Capacity Building
 - Fundraising
5. River Planning Grant - Jim

Budget (see attachment)
Overall Finances
Accounting

Description of project products and deliverables:

- A total of three seminars.
- At least six Explore and Restore river events.
- At least six newspaper articles released.
- Fliers and other forms of advertising and outreach for all events.
- Membership drives developed for the organization and included in all events.
- Reports and articles to be written and delivered in the LNRP, Wisconsin Maritime Museum, and YMCA newsletters.

Description of data to be collected:

- Number of participants attending each event.
- Participants' contact information.
- Pounds of litter gathered.
- Maps of invasive species.
- Number of memberships generated.
- A mailing list of riparian landowners on each basin.
- Responses from riparian landowners and event participants to evaluate the effectiveness of this project in raising awareness and engaging citizens in stewardship.

Timetable for implementation of key activities:

May 2012 – June 2012	Planning for the Seminars. Planning for Explore and Restore River Events.
July 2012 – September 2012:	Host Explore and Restore River Events. Deliver Summer Newsletters.
October – December 2012:	Host Fall Seminars. Host Explore and Restore River Events. Deliver Fall Newsletters.
January – March 2013:	Host Winter Seminars. Host Explore and Restore River Events. Deliver Winter Newsletters.
April - June 2013:	Host Spring Seminars. Host Explore and Restore River Events. Deliver Spring Newsletters.
July – December 2013:	Follow-up survey work to analyze effectiveness of outreach and final reporting.

6. Action Items

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