1. **Introductions and updates from everyone**
   See enclosed sign in sheet.

2. **Upper White River Watershed Alliance, including FLOW program (Jill Hoffmann)**
   Jill brought a PowerPoint. There is a Regional MS4 Education and Involvement Program. They did a social survey using Purdue. The survey showed that less than half of the folks understand the connectivity of storm water to navigable waters. They also started with phosphorus. A thirty second spot equates to 5 sentences. They used the educational stages from Project WET.

   They created a 30 second animation spot. They ran it for 8 weeks on about a dozen channels for 8 times in the 8 weeks per person, $20,000. Their website is www.ClearChoicesCleanWater.org.

   Indianapolis Museum of Art (IMA) project FLOW by artist Mary Miss it will be there for three years. This project is separate from the rest of Clear Choices Clean Water. MCSWQP may provide locations to the UWRWA for this project. Examples are sites would be parks, etc. They are looking at costs of sponsoring a mirror. The fees are population based. These numbers are based on the population. Jill is going to determine how population would be measured for our group. There is a contractor outreach piece. Jill will share the draft MOU.

   $10,000 is our entire budget for the year. As a group, we are not sure that we want to abandon our local efforts. In kind services? $2000 is a suggested amount. Martin to email Jill regarding our suggested amount.

3. **MS4 Commercials (Andy Ebbert with Comcast)**
   Mr. Ebbert with Comcast provided our group with an explanation of how to buy commercials. 30 second commercial is $650, but a 60 second commercial would be more. Comcast could shoot footage in Madison County. It is $450 to do an edit only, if we do our own shooting. Anything greater than 60 seconds is too long. However, we could do more finished minutes with a story line and cut down for television, but also put the longer time on the internet. Comcast has some limited animation services. Animating a mascot is more intense than Comcast can handle. $600-$700 per month per zone is the recommended minimum. Prime time is more expensive than other times. If we want to target a specific program, the rates will vary. Repetition is the key. We may want to concentrate our money into one week from our month. We may want to consider the broadcast networks. Mr. Ebbert may also talk to the Marketing/ Public Affairs.

4. **Review of 9/2/10 Meeting Minutes**
   DeLury makes a motion to approve the minutes. Schmidt second. Motion carries.

5. **Contractor Conference (follow up on duties)**
   See attached spreadsheet

6. **MOU Renewal Discussion – (Atkins)**
   Out for signature.

Revised 12/20/10

7. **WRW**
   a. Advertising
   b. Summer Camp

   Spending $100 for in Anderson University Student Planner. Henderson moves to spend $100. Schmidt seconded. All passed. Look into student planners put on next agenda.

8. **Facebook and Twitter (Henderson) –tabled**

9. **School Outreach – tabled**

10. **Booth - tabled**
    a. Wal-Mart (DeLury)
    b. List of Festivals (Manship)

11. **Reports back from attendance at water quality citizen group meetings – tabled**

12. **Any other requests for discussion**
    The MCSWQP would like to recognize Steve Goodman's recent retirement and thank him for all of his contributions to our Partnership.

    Sheryl Myers invited everyone to WRW Christmas Party. She can help us get into the schools.

13. **Schedule next quarterly meeting**
    We scheduled the next meeting for January instead of March due to the Contractor Conference.

14. **Conclusion**
    Kirby moves to conclude the meeting. Naselroad second. Motion carries.

MADISON COUNTY STORM WATER QUALITY PARTNERSHIP
December 9, 2010 – QUARTERLY MEETING

Name	Organization
Judith De Lury	WRW
Todd Nasehood	Alexandria
Owen Kirby	Edgewood
Joe Royer	Anderson Univ.
Steve Schmidt	Mad. C. SWCD
ALLAN HENDERSON	MCCOG
ANDY EBBERT	COMCAST
Mary Atkins	Wessler
PATRICK MANSHIP	MAD. CO. SURVEYOR
Angela Martin	Blue Sky for Mad Co.
IMON DANILSON	TOWN OF PENDLETON
LINDA KREIGH	TOWN OF PENDLETON
Sheryl Myers	WRW

Contractor's Workshop Planning Task List

	Task	assigned to	goal completion date	actual completion date
1	pick a date and time for the workshop	Goodman/Turner/Royer	12/1/2010	complete
2	decide how many contractors will be allowed to attend (limit of 150?)	Goodman/Turner/Royer	12/1/2010	complete
3	find a municipal building that will be available and has capacity	Goodman/Turner/Royer	12/1/2010	complete
4	the location must have a place for up to 10 vendors	Goodman/Turner/Royer	12/1/2010	complete
5	supply 8-foot tables for vendors	Goodman/Turner/Royer	12/1/2010	complete
6	reserve the building for the selected date	Goodman/Turner/Royer	12/1/2010	complete
7	develop a list of potential vendors to sponsor the workshop	Schmidt/Richwine/Martin	11/1/2010	complete
8	obtain names, numbers, emails, mailing addresses for potential vendors	Schmidt	12/1/2010	complete
9	develop a letter inviting vendors to sponsor ($50 per vendor or in-kind donation)	Martin/Schmidt	12/8/2010	complete
10	develop a list of local contractors to invite (name/mailing address)	Schmidt/Manship/Goodman	12/1/2010	complete
11	develop an invite letter to be mailed to contractors	Manship	12/1/2010	complete
12	find a sponsor for breakfast and drinks (donuts, coffee, juice, water)	Martin/Schmidt	12/1/2010	n/a
13	find a sponsor to donate pens and notepads for workshop attendees	Martin/Schmidt	1/15/2010	
14	designate a person to receive RSVPs	Henderson	complete	complete
15	designate a person to coordinate with vendors (who to receive money?)	Schmidt	complete	complete
16	mail out invite letters and letters to potential vendors/sponsors	Henderson/Schmidt	12/20/2010	
17	post info on web site	Henderson	1/1/2011	
18	find presenters (3 presenters at 45 minutes each)	Atkins/Martin	1/15/2011	
	a) SWCD, IDEM stormwater specialist, other regulator for Rule 5	Atkins/Martin	1/15/2011	
	b) consultant	Atkins/Martin	1/15/2011	
	c) vendor	Atkins/Martin	1/15/2011	
19	computer	Martin	complete	
20	projector	Martin	complete	
21	public address system	Turner	1/15/2011	
22	develop workshop agenda and schedule	Martin/Atkins	1/31/2011	
23	develop a listing of vendors and sponsors to distribute to workshop attendees	Schmidt/Martin/Henderson	1/31/2011	
24	make copies of agenda and vendor list for the day of the workshop	Schmidt/Martin/Henderson	1/31/2011	
25	purchase folders	Henderson	1/31/2011	
26	assemble folders (pen, notepad, agenda, vendor list)	Patel/DeLury	2/5/2011	
27	opening statements, introduce speakers and make closing remarks			