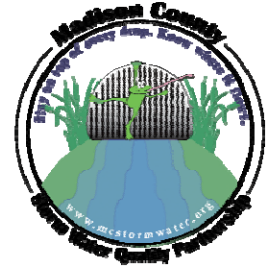




Meeting Minutes

Madison County Storm Water Quality Partnership Conference Call March 21st, 2013 Via GoToMeeting



Angie Martin, BSE	Madison County
JR Brooks, BSE	Madison County
Jeremy VanErman	City of Anderson
Steve Schmidt	Madison County Soil and Water
Allan Henderson	MCCOG

1. **Overview of proposed advertising** – AH – Allan Henderson prepared a spreadsheet listing the venues and related costs with advertising during 2013. Jeremy VanErman and Angie Martin voted yes to spend \$8,784 on advertising which leaves a balance of \$3,998. Advertising will be purchased through the Anderson Speedway, radio stations WQME and WERK/WMQX/WHBU with an interview on each and Comcast Cable Network. It was decided that no billboard advertising would be purchased this year. The agreed upon advertising will be shared at the MCSWQP 2nd Quarter Meeting on April 2nd. This spreadsheet has been attached.
2. **Press Release** – JV – A copy of the “April is Storm Water Awareness Month” press release was sent to the individuals on the conference call to proof read prior to Jeremy VanErman sending the press release to any publication who will print it for free in the county.
3. **Article on White River Fish Habitat** – AH – Allan Henderson was contacted in regards to an article on the fish habitat within the White River. The article is expected to run either the end of March 31st or April 1st.
4. **SWCD Sponsorship** – SS – Steve Schmidt stated that Madison County Soil and Water is a silver level sponsor of the Upper White River Watershed Alliance.
5. **Year Round Messaging** – AH – Allan Henderson suggested that the partnership look at advertising during the fall season.
6. **Conclusion** – Jeremy VanErman motions for adjournment, Steve Schmidt seconds the motion, the motion carries.

2013 MS4 Advertising Costs

Anderson Speedway

Events: April 20th Race Sponsor
June 1st Race Sponsor

Signs: Front Gate & Restrooms at Turn 3

Other: 3 PA announcements during races in April
3 scoreboard crawls during races in April
Sponsorship of Track Talk aired weekly on WHBU and WXFN in April
1 commercial per week during Track Talk in April
1 live:15 read on Track Talk in April
1 live interview on Track Talk in April
Posting of your TV commercial, Radio commercial and Web link with logo on Anderson Speedway's Facebook, Twitter and Web Site.

Cost: \$2,500

WQME

Events: April 2nd Interview

Radio Spots: 132 Sixty (60) second spots

Cost: \$2,508

WERK/WMQX/WHBU

Events: April 2nd Interview

Radio Spots: 40 Sixty (60) second spots on (2) Stations
20 Sixty (60) second spots on (1) Station

60 spots

Cost: \$1,760

Comcast

Media Spots: 240 spots

Cost: \$2,016