

MS4 SPECIAL PLANNING MEETING
January 25, 2007

MEMBERS

Jennifer Gadzala, Matthew Kras, Katie Kostantios, Bob Minarich, Rob Guetzloff, Dennis Zebell, Rudy Rucoba, Obed Marrero, James Averett, Matthew Lake, Bill Meeks, Kent Swinehart, Bill Unwin, Mike Phipps, B. Scott Henry, Dorreen Carey, Joe Exl, Jimmy Evans, Rick Konopasek, Mary Wiseman.

GUESTS

Tom Anderson, Connie Clay, Christine Livingston, June Calen, Francyne Mixon

AGENDA

Mary Beth stated that since the Annual Meeting in December, she has asked for any goals that the communities had in addition to what NIRPC had and she received three responses from Matt Lake, Amy Moore, and Jennifer Gadzala, and has incorporated those into the planning meeting.

PUBLIC EDUCATION AND OUTREACH – MCM1

Printed materials: The materials that we develop need to cover all six (6) MCMs. The breakdown for producing materials and distributing them depends on the population of the communities that pay in. In the folder, is MS4 Community Partnership per Capita and this information will tell you what the population of each community is and the percentage of the total population, and that is what each community is expecting as part of the program. For example, Gary's community population according to the chart should be getting that amount of printed materials that we produce, and that is what we are going to go by. Discussion concluded

Training for construction professionals: We will be holding a workshop on March 23, 2007, which will be an onsite demonstration and I am working with Craig Hendricks in Portage to get a location for that. Also, Soil & Water Conservation District in Porter County will be holding a similar workshop on March 7 and I will work with them to avoid duplicating our efforts. One of my goals is to make sure that everyone in the region knows what is going on. (Soil & Water Conservation District, Solid Waste District in counties, Portage Parks Department, and Lake County) Also, you have received the Save the Dunes notice for the low impact development practices which will be on March 6 to talk about the BMPs. Please review the draft budget in your packet; that gives a breakdown for personnel and what was going to be spent on the different projects. We can go over the budget separately. Discussion concluded.

Educator workshops: Two workshops will be done this year, one in each county for the area educators; working directly with the schools will be a priority. The Solid Waste Districts goes to the schools and I will be taking the discovery books and they will distribute them and they have agreed to do this for parochial schools. They will keep track of the numbers and give them to me to put into the annual report, broken down by communities. Discussion concluded.

NIRPC partnership website: The website has been updated; it has all of our information from the Annual Report. A few copies of the annual report are available. Education materials can be downloaded and Storm water Ordinances from all of the communities that have them. Meeting reports, agendas, minutes and a calendar for upcoming events are provided.

A question was asked regarding watershed rankings and concerns, can you share with us on how you established your priority rankings, so we can do that in all of the communities and put all of that information up. IDEM discussion concluded. Mary Beth stated that she has been going through IDEM's recommendations and the EPA recommendations to make sure everything they want is in the reports so that everybody here is covered. On the website, I would like to add a

public commentary section. A contact person from each community will be put on the website for complaints and other information. Discussion concluded.

Mass Media: Plans have been made to meet with a Lakeshore TV representative. The content of the PSAs are to be provided by the advisory group, so nothing will go out that isn't either provided or approved. It was suggested that a media list be provided to the advisory group, so that they could add to it. It was stated that some communities have public cable access channels, (Comcast Cable) and local radio stations. Discussion concluded.

Mary Beth talked about meetings and workshop that are targeted to specific groups and wanted to know from the group if that is something for her to participate in or is already in place so that we can build off of that kind of thing. If you know of something that is going on in your community and you want us there, please let me know.

A question was asked about the full contract for a full-time educator. Mary Beth discussed the proposed budget that didn't happen because they never hired a full-time educator. What is the real budget that was spent on what? Mary Beth stated that she would find out and a comment was made that we need to see last years' budget. Mary Beth will discuss the MS4 2006 budget with our finance director, Mary Jane and will send that out to the advisory group as soon as possible. This is the old information provided, that was better than nothing; this is a draft. Discussion concluded.

Mary Beth stated that we are frequently to advertise and promote SWMD and SWCD district activities. It is suggested to network with all the groups that have related activities and funnel that information and take those numbers and put it into your annual report and Mary Beth agreed. Another outreach would be the LCSW weekly drop off household hazard waste mobile sites and the list is already out in Lake, Porter and LaPorte Counties. It might be a good idea to have a person or some kind of outreach educational information; Griffith has one. Does NIRPC plan to hire any people to assist you? Mary Beth stated that she is hopeful that they will and she keeps pressing for it. The group suggested that a letter be drafted by Matt Lake and Rob Guetzloff for this purpose and be ready for the next meeting, everyone agreed.

The outreach campaign will include area businesses: restaurants, auto repair, pet stores, and car washes; garden centers, etc. Also, placements, brochures and posters; promotional items and environmentally friendly items; Mary Beth will email a list detailing what the promo items are. Discussion concluded.

Public Involvement and Participation MCM2 Mary Beth stated that one of the things in the NIRPC Plan is being present at public meetings in the MS4 Communities and I am hoping to come to each community at least once this year. Mary Beth stated that everybody's contract is the same. Discussion concluded. The next MS4 special meeting is February 20, 2007 at 9:00 a.m. at NIRPC. Mary Beth will talk to Mary Jane about the budget to see if it is ready and if it is, it will be emailed to the group.

Educational initiatives: For reducing/handling lawn and pet waste; installation of pet waste clean up stations, along with educational information; supply educational information to garden supply and pet shops as well. Pet stations installed in communities and rain garden workshops in communities, and rain barrel purchases. Discussion concluded.

Initiate community clean up programs for the communities and develop a list of volunteer activities, suggestions:

Joe Exl briefly overviewed the State of Wisconsin's comprehensive Rain Garden Manual for homeowners. Northwest Indiana has talked about developing this type of manual that takes into account our soil conditions, our native plants and differently alternative planting plans that

homeowners can use. Mary Beth stated that she will work on getting garden centers to get involved in the Rain Garden workshops.

Storm Drain Marking is very much of interest because having the stencils stamped or printed out and getting them to the communities as part of the workshops, saying that you can stencil your storm drain. We really want to get the ones that aren't casted, marked, and as many of them as we can. Discussion concluded.

Rain Water Cistern/Rain Barrels pricing, 500 units (24 per pallet) \$63.60 per unit delivered price; available in green or brown.

Report a polluter program: Mary Beth stated that she would find out what IDEM is doing with that program and report on it at a later time.

Field Guide for Erosion and Sediment BMPs: Mary Beth and Joe Exl are working on putting together a regionalized, localized version of the Field Guide Erosion & Sediment for construction sites. We are waiting to get funding through the Coastal Program to print. This will be a first printing and we can use them as part of the MS4 program, and we can print out more. These are a real valuable way to get the public involved and give the public something and give the citizens to use. You can put your local contact information for your communities on these. This is a start up guide. This is basically not funded through the MS4 program, so no MS4 money is a match. Images' approval will come from Mr. Kevin Breitzke, Porter County Surveyor and Surveyor's office in Lake County. Discussion concluded.

Meeting adjourned.

MS4 Community Partnership Special Meeting

February 20, 2007 9:00 am

NIRPC

- 9:00 am welcome and introductions Mary Beth Wiseman**
- 9:05 am Discussion of budget report for 2004-2006 Dan Gardner**
- 9:25 am Discussion of MS4 Highway Runoff Project Dan Gardner**
- 9:45 am Overview of Proposed 2007 Outreach Budget Mary Beth Wiseman**

MS4 SPECIAL PLANNING MEETING

February 20, 2007

MEMBERS

Jennifer Gadzala, Matthew Kras, Rob Guetzloff, Rudy Rucoba, James Averett, Dorreen Carey, Matt Lake, conference call

GUESTS & STAFF

Tom Anderson, Conni Clay, Steve Yagelski, Martin brown, Kevin Breitzke, Francyne Mixon, Mary Wiseman, Dan Gardner.

Meeting Notes

Mary Beth discussed the budget breakdown and explained the project expenditures for 2004. Dan Gardner, Interim Director of the Environmental Department was present to answer questions from the committee.

Doreen Carey asked where in the budget is the match for the highway run-off. Dan stated that it was one discussed in our Unified Work Program. Dorreen Carey stated that interns of how you put it into the proposed budget from 2007, does it show up in our budget? Mary stated that she didn't put it in yet, until the committee discussed it. Discussion concluded.

Dan stated that the program right now is all local dollars. There were some discussions to try to maximize some of the match to try to bring more dollars into the program. Dan stated that part of NIRPC's task is to bring examples and public outreach and things of public information that will assist the communities in meeting their obligations. Discussion concluded.

Dorreen Carey asked are there other things that aren't necessarily shown in the budget that you are using MS4 dollars for other than that. Mary stated that she added the field guide that she applied for through the coastal grant funding in the proposed 2007 budget. It was a 2500.00 grant; 1,250 to go to printing and 1,250 to salaries to do the project. I sent the grant application to the committee regarding this issue for them to look over and there were no negative responses, so I am hoping that I can still go ahead with that project. Discussion concluded.

The committee stated that a huge component of the MS4 is to educate the general public and contractors.

Dan asked if there is a general consensus that if one piece of material that needs to be prepared this year, that it needs to go to the general mailing of the community. Connie Clay stated that she would like to suggest that typically your budget is your road map that tells you where the critical areas are and how you allocate it in funding. Dan stated that we need to identify what is not being prepared and is available to the participating and funding communities.

Mary stated that in the joint Stormwater Quality Phase II Public Education Involvement Plan, this is from July 2003 and it has a further breakdown. It does have the breakdown of what was going to take place each year as a timeline. It is a proposed timeline, and it goes to the five year planning; it has a breakdown of the work plan for each year. Discussion concluded.

Jennifer Gadzala stated that in 2007 and for the remainder of our contractual agreements that this money is spent correctly. Kevin Breitzke stated that's what we are here for and let's come up with these ideas and let's generate a new program. Kevin stated that this is kind of a unique vehicle. There is no guidance and no real guidelines. Matt Lake joined the discussion via conference call. Matt stated that he wanted the advisory committee to develop the budget.

Doreen Carey stated that we met throughout 2006, but they were educational programs and the issue of the budget and how the money was being spent and what the amounts were was never discussed with the committee and I think that became the issue. Mary Beth came forward with this is what the budget is and here is what I understand we are spending money on; this got the committee's attention.

Kevin Breitzke stated that this committee is going to have to have monthly meetings. Discussion concluded. Tom Anderson asked who is the IDEM contact and Mary Beth stated that it is Christine Lowery state-wide.

Dan Gardner stated that maybe a way to look at the budget is under project cost everything the 72,000 project cost for the up coming year is media, education and community ought to be developed with the advisory committee and with the communities. Discussion concluded.

Matt Lake stated that he had drafted a list of deliverable things that he thought were going to happen, or things that we could report on for our activities that NIRPC would directly do. I sent a copy to Mary Beth, Mary stated that she has a copy and will email it to the committee.

Dan Gardner stated that the way he would characterize it the first year and most of the second year, some of the activities of the public outreach was more regional events, not specifically tied to the projects are engaged in or directed toward. I think in that sense, it probably strayed from where we should have been working together, I think we can and the communication that I am aware of with IDEM was alright and if we match up the two, it probably doesn't get to where we need to be. What I would offer is maybe look at what we proposed here, and as far as we are concerned, we can amend what's in documents, work program or commitments of work time. Look at what is being proposed interns of product, things that you specific know you need and where you are going and we can meet as quickly as we can collate all of those together and see what how our program either meets, or tailor it to meeting and play some catch-up. Mary Beth stated that is exactly what we did before the last meeting and I got goals from the three communities out of the twenty- three members.

Kevin Breitzke stated that we have been beneficiary of the air quality dollars as far as kind of doubling the purpose and it was an opportunity to educate and give public information about air quality awareness and water quality awareness. NIRPC has been co-sponsoring this effort and this doesn't show up in this budget at all. Discussion concluded.

Mary Beth overviewed the MS4 Water Quality Outreach – 1128 proposed budget included carryover for 2006. Salary budget is not included, but will be added. Discussion concluded. The program began in 2004 with payments and activities began in 2005.

The meeting is scheduled for March 5, 2007 at 9:00 a.m. in the Conference Room to discuss the 2007 budget. The consensus is priority the budget and how it will be spent in 2007 and need 2006 budget also. Before the meeting the 2006 budget and a broad rush of the 2007 budget will be sent out. Everyone has been billed for 2007

Jennifer Gadzala and Dan Gardner discussed the Stormwater Quality Best Management Practices for Highway Construction and Post Construction Run-off Control. (Yellow sheet) Discussion concluded.

Members will be notified when environmental director position is advertised for 2007. The goal is to have the budget worked out be the time the environmental director is hired. Job description of educator's position for 2007 will be emailed to members. Discussion concluded.

The Public Education and Outreach, Public Participation and Involvement Cooperative Agreement MS4 Staffing letter drafted by Matt Lake and Rob Guetzloff was voided.

Meeting adjourned.

MS4 Community Partnership Special Planning Meeting
Monday, March 5, 2007 9:00 am @ NIRPC

2007 Budget Planning:

Overview of Budget Report- new format is in line with NIRPC finance department to facilitate quarterly reporting of expenditures.

Discussion of Proposed Projects for 2007:

- Curriculum Books and Workshops
- EPA Publications- door hangers, posters, brochures
- Other pubs- outreach to businesses- posters and brochures- I have contact listings for all these businesses in our communities
 - Garden centers
 - Car washes
 - Restaurants
 - Auto repair shops
 - Pet shops
- Newspaper Inserts for HHW
- Newspaper articles
- MS4 Newsletter- will be ready for distribution in April- request for submissions
- Field Manual –spiral bound book (for erosion control workshop)
- Placemats for restaurants (can get sponsors to help cover cost)
- Rain garden books (working on getting funding to cover cost)
- Rain Gauges
- Beach safe
- Rain Barrel Project
- Dog Waste Stations
- Storm Drain Project
- Contracted work- Radio One and Channel 56
- Professional survey

Other ideas, concerns- dates for community fairs, other events or opportunities for public engagement in your communities?

MS4 SPECIAL PLANNING MEETING
March 5, 2007

MEMBERS

Jennifer Gadzala, Steve Yagelski, Matthew Kras, Rob Guetzloff, Carmen Febus, Rudy Rucoba, James Averett, Matthew Lake, Dorreen Carey, Mike Phipps, B Scott Henry, Martin Brown, Joe Exl,

Guest/Staff

Tom Anderson, Mary Wiseman, Dan Gardner, Francyne Mixon, Bryan Lane.

Meeting Notes

2007 Budget Planning:

Overview of Budget Report – new format is in line with NIRPC finance department to facilitate quarterly reporting of expenditures.

Mary Beth asked members for their annual report dates and the communities they represent, so information can be online in time for their reports.

Mary Beth reviewed the proposed projects for 2007, beginning with the breakdown of promotions (brochures, giveaways, rental fees, newspapers, food, curriculum, printing) and communications (supplies, postage, travel expenses, copies and contractual (all of the work that is contracted out) continuing with the breakdown of salaries, 2006 actual expenses and 2007 proposed budget; 2006 & 2007 total salary and project costs, total proposed allotment and actual funding available for 2006. Discussion concluded.

The 2007 Lake Michigan Districts Household Waste Collection Program schedule insert was reviewed and discussed by the committee. On the back of the insert the outreach and water quality information will be listed and the insert will be put in the newspapers.

Mary Beth stated an effort will be made to be at all of the MS4 communities' activities to distribute outreach materials.

The committee discussed the Rain Garden Demonstration Garden Project, a public involvement campaign for NIRPC's MS4 Community Partnership.

Mary Beth stated the MS4 Newsletter will be ready for distribution this year and regular articles will be included in the newsletter. A copy of last year's newsletter will be updated and if you have suggestions or news please send them to me and they will be included in the newsletter. The newsletter will go out every other month and will be available on the website.

The committee discussed the household hazard waste insert production user fees. Mary Beth will contact Tom Bufford of the Lake County Solid Waste Collection for further dialogue on this subject and will ask him to come to the next meeting.

Mary Beth presented the breakdown of the field manual, placemats for restaurants, rain garden books, rain gauges, beach safe, and rain barrel project, dog waste stations, storm drain project, contracted work – Radio One and Channel 56 and professional survey. Discussion concluded.

Highway Stormwater Runoff BMP's Program

The MS4 Community Partnership committee stated the \$10,000 committed for the two year (\$20,000) project is too expensive and questioned, where does the money go? The money shouldn't have been committed without the committee being consulted.

Dorreen Carey asked what exactly do we benefit from this besides providing information to us that we already have. Kevin Breitzke stated that NIRPC will come back with answers to their questions at the next meeting on April 5th at 11:00 a.m. immediately after the EMPC meeting. Discussion concluded.

Meeting adjourned.

**MS4 Community Partnership Special Planning Meeting
Thursday April 5, 2007 11:00 am @ NIRPC**

2007 Budget- Mary Beth

- New Budget Report- format is in line with NIRPC finance department to facilitate quarterly reporting of expenditures. A copy of the NIRPC budget report for Jan-Feb 2007 is attached for comparison. Updated reports will be provided regularly.

Stormwater Educator Position announcement- Mary Beth, Dan Gardner

Updates on projects- Mary Beth

- Newspaper Inserts for HHW- cost of printing and distribution has been moved to air quality budget, will be printed and distributed by end of April in regional newspapers
- Spring MS4 Newsletter- has been distributed- please submit articles or information about upcoming activities to Mary Beth by early May for inclusion in the Summer Newsletter.
- Poster Contest- flyers have been sent to regional schools. Deadline for submissions is May 15; I need a few volunteers to help judge the posters. The winners will be featured in the 2008 Stormwater Calendar. I have received a donation from Greeley Hansen to help with printing costs.
- 2500 Rain Gauges to be distributed with educational materials at HHW events in those communities that are included in collection schedule. A copy of the schedule is attached.
- 1000 Beach safes to be distributed at public outreach events.
- Storm Drain Project- samples of drain markers for ordering are available.
- Rough draft of door hanger-could be used in conjunction with storm drain marking events or as stand alone product.
- Rubber duckie commercial not yet available- IDEM will send us a copy as soon as it is available. Only Channel 7 responded to my requests to run the PSA and they will review the material but would not make a positive commitment to run the ad. Channel 56 will run the Rubber duckie ad and produce an original ad for the Partnership. Radio One will be at community HHW events and county fairs and run Stormwater ads before each event.
- Professional survey.

Discussion of the Stormwater Runoff Grant Issue- Dan Gardner



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AGENDA

MS4 Advisory Committee

July 11, 2007

NIRPC – 9:00- 11:00

9:00 - 9:05 - Introductions

9:05 - 9:55 - Project Updates – Review action items from Project Briefing
(Attachments A, B, and C)

9:55 - 10:05 –Stormwater Educator Scope of Work

10:05 - 10:25 – Discussion of Budget

10:25 - 10:55 - Discussion of Approval Process (Attachment D)

10:55 - 11:00 - Future Meeting Schedules

Attachments:

- A. Program Briefing
- B. MS4 Homeowner's Guide
- C. Survey – List of potential sub-regions
- D. MS4 Community Partnership Decision Making Options
- E. Meeting Notes from June 13, 2007 Meeting



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AGENDA MS4 Advisory Committee August 14, 2007 NIRPC – 9:00- 11:00

9:00 - 9:05 - Introductions

9:05 - 9:55 - Project Updates – Review action items from Project Briefing
(Attachments A, B, and C)

9:55 - 10:05 - IDEM Reporting Strategy

10:05 - 10:25 - Discussion of Budget

10:25 - 10:55 - Discussion of Media Purchasing Options

10:55 - 11:00 - Future Meeting Schedules

Attachments:

- A. Program Briefing
- B. MS4 Homeowner's Guide
- C. Survey – List of potential sub-regions
- D. MS4 Community Partnership Decision Making Options
- E. Meeting Notes from June 13, 2007 Meeting

MS4 Advisory Meeting
August 14, 2007

Meeting Summary

MEMBERS/GUESTS

Joe Exl, Rob Guetzloff, Dorreen Carey, Rudy Rucoba, Obed Marrero, Jennifer Gadzala, Brenda Scott Henry, Matt Lake, Kathy Luther, Francyne Mixon, Amanda Peregrine, Dan Gardner.

Project Updates

Workshops: Rain Gardens, Lawn Care and Rain Barrel

Kathy stated she will be meeting with Stan Sims at Lake County Extension to talk about lawn care next Tuesday and maybe this could turn into hands on workshop. Discussion concluded.

Action on workshops: After the discussion by the committee on the rain garden, lawn care and rain barrel, Kathy stated she will work these out in more detail and if the members have locations in mind and can start planning something, let her know and then the committee can meet with the location about getting something scheduled.

MS4 Poster Contest for MS4 Calendar

Dorreen Carey made remarks regarding a more targeted marketing for posters. Kathy stated that posters were put on the NIRPC website and the only comment that she has received is the size was taking too long to download; they will be compressed into smaller files. Changes were made to the posters.

Kathy sent out the list to members of targeted businesses identified and basically list printing numbers off the list. Please review the list to see if we missed some or have basic suggestions. The one spreadsheet sent out has a work page for each city and town. Please confirm back to me that the list is good and then I will have numbers and we can get a printing quote. I will draft a cover letter to go to each business; would you want to review something like that? The committee agreed.

Kathy stated that the committee reviewed the poster contest entries and she will ask Amanda to do one more round of calls to see if anyone else did entries and if we are doing a calendar, we would choose twelve and some would not be suitable for graphic reasons. Kathy asked do we want to do a judging. Dorreen stated we need to get more choices; it will be a 2008 calendar, so we have more time. Kathy stated she will ask the graphics' person to look at them and put something together and we will try to pursue more entries.

MS4 Homeowner's Guide

There were some changes made. Lake County had some changes that were made. Kathy stated she would like feedback on what each community wants with this. Jennifer suggested card stock. Kathy stated one group might want card stock handout and some towns may want a bill stuffer, and some want to take it to their board and possibly make community specific edits. Kathy stated she needs some numbers. How many would want the card stock, how many would want the paper bill stuffer and then I can get quotes on them, so that is the main action. We can price that out even if you have to make changes. Dorreen stated we would need about 44,000. Please e-mail to me the numbers and the format and I can start getting quotes for printing. Joe is concerned about the language and the ditches and gulleys; should I look at that and do another

revision, or should we leave it alone. After the discussion, it was agreed that Kathy would do another edit.

Festivals

Kathy stated we went to a lot of festivals and they went well. We will be attending the Lake Front Festival on August 24th and 25th. Rain gauges and kids' packets will be passed out. The Taste of East Chicago is on the 26th. We will be passing out kids' packets and gardening packets. The Valparaiso Popcorn Fest, and the Gary Clean Water Celebration will be on September 8th, rain gauges, and packets will be handed out. We also are doing the Hobart Lake Festival and we have a gas can exchange on August 18th in Portage. Dorreen asked if Kathy can get the participation rates for the various communities for the HHWs. Kathy replied that we are going to get those and also from the Lake County Solid Waste District. They are going to put that together at the end of August and I will meet with Terese Davis to see what Porter County records may have. The HHW will put that together at the end of the season. Discussion concluded.

IDEM Reporting Strategy

Kathy stated the new MS4 Coordinator for the State of Indiana is Reggie Korthals, which gives us a lot of advantages because she understands what we are trying to do. I will go down on August 20th and meet with her and her boss to see what their take is on everything.

There are a lot of issues, i.e. the reporting schedule; everybody has a different reporting schedule. It is my understanding that NIRPC has never requested everyone to provide their permit. I don't have all of your stormwater plans, or permit. I don't know when your reporting schedule is and that is one of things that I sent in your e-mails to please provide me with that information, that would make me feel better in the compliance program to know what I am doing. We have all of the ordinances, but we don't have the actual plan, part C, which is important because with everyone committed to different things and which is part of why we have a disconnect of what we are doing.

Kathy stated when she read the MOUs that each community set with NIRPC, I was under the impression that we were reporting our activities to IDEM for you, but Reggie said that was not the case, we were providing the committee with reports and you cut and paste them into your reports, that was not what NIRPC was doing. From Reggie's perspective, the reports that NIRPC has been submitting has been sufficient, or that communities using NIRPC's information are sufficient. Discussion concluded.

Discussion of Budget

Kathy overviewed the CY 2007 detailed budget worksheet beginning with the promotions covering the brochures, giveaways, rental fees, newspapers, food, curriculum, and printing. The MS4 budget has a balance of \$19,361.08 for the rest of the year. Communications (supplies, postage, travel expenses, copies) has a balance of \$3551.08 for the rest of the year. Contractual (all work that is contracted out) has \$25,000, but \$2,000 of that is already obligated.

Jennifer asked if the ETC been partially paid? Kathy stated they were breaking down their project into four billings and that project is about 75% done; they should be finished by October. We should have a pretty good progress report. The only money left in the contractual was proposed for Channel 56 commercials and that is why after this discussion, we will talk about the media. Discussion concluded.

Discussion of Media Purchasing Options

Kathy overviewed the MS4 media buying options beginning with Channel 56 commercial, 30 second spots at a project cost of 7,150.00. Radio One we already have the contracts for the rest of the year for the gas can exchanges. WJOB project cost 3,250.00.

Post-Tribune 16 page newspaper insert, if they print, project cost \$8,000; if NIRPC print and Post just include, 2,500.00; NWI Times circulation in our zip codes' project cost 8,000.00; NIE only,

5,100.00. The Chronicle 55,000 newspaper inserts; direct mails to 29,000 households. 200,000 newspaper inserts, will deliver to Post and Times for non-covered communities. Porter and South Lake County Communities only; no project cost listed. 5 Billboards for 6 months project cost 100,000. Discussion concluded.

Decision: The committee agreed to go with the NWI TIMES.

Kathy stated she will order more rain gauges, so she will take the money from some other places for that if we want to have them to distribute at the rest of the event for the fall. Several members stated that they have extra rain gauges that they can contribute.

Announcements

Joe Exl announced the Indiana Lake Michigan Coastal Program (LMCP) is having a coastal community planning and development workshop this September during Coast Week celebration. Registration deadline is August 17, 2007. Please mail or fax the registration form to (219) 926-9775.

Future Meeting Schedules

The next MS4 Community Partnerships meeting will be September 18, 2007 at 9:00 a.m. in the Green Room at NIRPC.

Meeting adjourned.



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**AGENDA
MS4 Advisory Committee
Sept. 18th, 2007
NIRPC – 9:00- 11:00**

9:00 - 9:05 – Review Agenda and Meeting Summary

9:05 - 9:10 – Highlights of IAFSM Conference and IDEM Meeting -
Kathy

9:10 - 9:15 – Budget Overview – Kathy

9:15- 9:40 – Discussion of Draft Survey Report – Sarah

9: 40- 9:45 – Workshops Update – Amanda

9:45 – 10:00 Project Updates – Review remaining action items from
Project Briefing

Attachments:

- A. Program Briefing
- B. Meeting Notes from August 14th, 2007 Meeting



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**AGENDA
MS4 Advisory Committee
October 16, 2007
NIRPC – 9:00- 11:00**

9:00 - 9:05 – Review Agenda and Meeting Summary

9:05 - 9:10 – Budget Overview – Kathy

9: 10- 9:15 – Workshops Update – Amanda

9:15-9:45 –Project Updates from Program Briefing:
Action Items: Homeowner’s Guide Feedback
Poster Calendar Draft Feedback
Alternative Curriculum Investigation

9:45-10:00 - View Muncie MS4 Education, Outreach, and Public
Involvement Videos

9:45 – 10:30- Brainstorm for 2008 Workplan

Attachments:

- A. Program Briefing
- B. Meeting Notes from August 14th, 2007 Meeting

MS4 Advisory Meeting

October 16, 2007

Meeting Summary

MEMBERS/GUESTS

Kent Swinehart, Bill Unwin, Dorreen Carey, Jennifer Gadzala, Brenda Scott Henry, Matt Lake, Tom Toth, Rob Guetzloff, Francyne Mixon, Kathy Luther, Amanda Peregrine, Kevin Breitzke.

Budget Overview – Kathy Luther

Kathy explained what was not listed in the promotion section but already spent from the budget. \$1,000 was spent for the printing of the posters for restaurants and pet waste. She stated she is concerned about the resolution on the auto repair poster. There is a problem with the text. She asked John Smith to review it to see if there is a problem. Calendar printing is the only big thing left in promotions and placemats and they were done. Dorreen asked about the curriculum books. Kathy replied that is one thing that we need to talk about. We are looking into some other things, like some alternatives for that.

Workshops Update – Amanda

There will be two lawn care workshops on Tuesday October 23rd at the Purdue Extension office in Lake County. The workshop will start at 6:00 p.m. and will cover weed control and identification and fertilizer. The workshop will last 2 hours. The Purdue Extension office in Porter County has agreed to partner on a workshop with us. The workshop will be held at NIRPC on Tuesday October 30th from 7:00 p.m. to 9:00 p.m. The topics of weed identification, weed control and fertilizer application will be discussed. Todd Hutson and Stan Sims will answer your questions. Dorreen stated the guy who's the developer in Gary said that we can come on his site. He may do it in the spring.

Program Briefing:

Homeowner's Guide Feedback

Kathy discussed the draft homeowner's guide. She stated some of the comments were to do something with more arts and graphics. We had some guidance from the stakeholders to do it with more graphics and simpler. Jennifer suggested that we should keep the text one, that we have been working on for its purpose and if we are going to do more art educational, what stormwater system is, we should keep that in a separate document. The committee agreed. Kathy stated we could do a two-fold and then all of the information is on the inside and graphics on the outside, so people know what we are talking about and both could be done. The committee agreed on another draft to look at and then make a decision. They will be put together and e-mailed to you. Discussion concluded.

Poster Calendar Draft Feedback

Kyle and Kathy

Kyle stated we have all of the poster contest submissions and we have decided on the twelve that we will use. They will be put in calendar format and will be available at the next meeting. Kathy stated she is still trying to get Tom Buford with dates for next year's hazardous waste. They are not available yet. If members have community events for next year, put them on the calendar.

Alternative Curriculum Update – Amanda

Amanda stated if we aren't going to do the great lakes books @ \$40 a piece, and we could only buy 60 of them, then there are two things that I have been finding. There are other good books, but in order to get them, you have to attend their workshop and you only get one book and you

are not able to purchase more books, because they want everybody to come to this workshop, or I found some good information online that you could print off. So, do we want to buy 60 books at \$40 a piece, do we want to promote a workshop, because most of them are free, if so, just attend the workshop. Do we want to print them off and give them to people, or do we want to promote this site that says here is this information, go to this site and print them off. Kathy stated we can promote the workshops to teachers to do the full training on the book. We need to create a program from this book if it is going to be an hour long.

Dorreen stated we want to have a stormwater program that we can develop to take out to schools and after checking with the schools, our educator gives the program. Matt stated there will be one program developed and the main source of this program will come from the alliance book or from any resource book. When do we want to have some kind of draft presentation done, so we can have something put together? We can have it presented in front of us and then have comments. Kathy stated we can have something put together by January. We can still buy the books and the teacher gets the book and we can start it that way. We will target middle schools because the book is geared toward 5th graders.

We have two more hazardous waste days; October 20th in Porter County and October 27th in Munster. We ordered more gas cans because we were running out.

View Muncie MS4 Education, Outreach, and Public Involvement Videos

Videos were overviewed by Kathy. Shown were: Storm Water Management Code Enforcer, Agent Toni Cecil-Sanitary District – Muncie, MSD & YMCA presents Tuhey Pool Video and Rates Chart – Storm Water Management – Muncie. Discussion concluded the presentation.

Brainstorm for 2008 Workplan

Kathy stated that the committee had discussed education (kids) in the classroom, so the committee continued with topics covering:

General Public:

Brochures, workshops: rain barrels, rain gardens, and yards

Staff:

Public works, good housekeeping, landscaping, and slogan

Participation:

Clean ups – partners, rain garden, household hazardous waste and stenciling; partnering for clean water – monitoring network.

Kathy informed the members that IDEM and IDNR are trying to put together a statewide monitoring network. There will be a meeting at the end of November. People from different areas from around the state will talk about agency monitoring. Lynn Harmon will be there representing volunteer monitoring globally.

Kathy stated that she had a good meeting with Reggie. Everyone who's in this partnership, their MCM's 1 & MCM's 2 are good.

Reggie will have an audit workshop. Kevin stated that Porter County's workshop will be November 9th from 1:00 p.m. – 3:00 p.m. at the Porter County administration building. Reggie wants North and South Lake County and she will divide up Lake County for sessions on the same day and this tentatively are set for November 12th.

In November, we will have Chris from ETC present the final presentation of the survey report.

New Chicago wanted to order 25 storm drain markers and they only come in blocks of 100's.

The MS4 meeting will be on November 13, 2007 in the Packer Room at 9:00 a.m.

Meeting adjourned.



**NORTHWESTERN INDIANA
REGIONAL PLANNING COMMISSION**

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**AGENDA
MS4 Advisory Committee
November 13, 2007
NIRPC – 9:00- 11:00**

9:00 - 9:05 – Review Agenda and Meeting Summary

9:05 - 9:10 – Budget Overview – Kathy

9: 10- 9:15 – Workshop/Activities Update
Targeted Business Poster Distribution Plan

9:15-9:45 – Products Review:
New and Improved Homeowner's Guide
APPROVE Homeowners Guide for Printing

Poster Calendar Draft Feedback
SUGGESTIONS for Cover Art
APPROVE Calendar for Printing

9:45-10:00 – 2008 Planning Outline

10:00 – 10:30- Final Presentation of ETC Public Survey
Attachments:

- A. Program Briefing
- B. Meeting Notes from August 14th, 2007 Meeting

**MS4 Community Partnerships
November 13, 2007 Meeting**

Meeting Summary

MEMBERS/GUESTS

Dorreen Carey, Brenda Scott Henry, Matt Lake, Rob Guetzloff, _____, Kathy Luther, Kyle Nelson, Sarah Nerenberg, Chris Tatham

Review Agenda and Meeting summary

Kathy e-mailed the summary out to the group, and asked if anyone one had problems or questions about it. None were stated.

Budget Overview

The budget was updated with the October expenses, and given to the committee. There was no further discussion

Workshop/Activities Update:

Workshops

The lawn care workshop, on October 23rd, at the Lake County Purdue extension office was unsuccessful in drawing an attendance. Some reasons discussed included a possible lack of publicity for the event, the fact that the building was new and had recently moved, and the fact that the location does not show up on the internet map searches.

The lawn care workshop, on October 30th, at NIRPC was successful, and had 6 participants. Kathy Luther attended and said the information was useful.

The group then discussed how to better publicize the events. Some thoughts included newspaper inserts and inviting public works staff members.

Lake County Purdue Extension has offered to do programs focused on staff members of public works offices.

Targetted Business Poster Distribution

Kathy stated that the posters had been printed and are ready for distribution. Everyone agreed that the posters were to be distributed to the businesses in each community and not based on the percentages that were paid into the partnership. The "restaurant" posters are going to be distributed to the heath departments, so that they can distribute them to the restaurants. All of the other posters will be mailed to the other businesses, along with a letter stating the purpose of the posters.

Other Activities

Amanda is working on her curriculum for the schools. She has been invited by the Solid Waste District's educators to join them when they go to schools to talk about water quality issues.

Product Review:

Homeowner's Guide

A new and improved guide was presented to the group. There were some typos and a logo change that was needed, but it was approved after the changes had been discussed. Also discussed was the type of paper the guide would be printed on. A majority liked the current cardstock paper that the draft had been printed on.

MS4 Branding

Kathy handed out copies of the current MS4 Partnerships logos and discussed the possibility of changes that could be made. She also showed some of the artwork from other storm water groups from around the country. The group liked the current “crawdad” logo for kids, and the “water drop” logo for its main logo. There were talks of the “water drop” logo and how it had La Porte County in it. Some wanted La Porte County removed from the logo, since it may cause confusion and also because there is currently no community from La Porte County in the partnership. Kathy will talk to the graphics person for NIRPC and have La Porte County removed so there will be no confusion.

MS4 2008 Calendar

Kathy showed a draft version of the calendar, and stated that this isn't the form the calendar would be printed. There was some discussion on how it would and could be printed. Many stated they liked the cover art as is, but would have liked to see the January poster moved somewhere toward the middle so it wasn't so prominent. After some changes it was approved to be printed.

Placemat

Kathy showed a placemat that SEMCOG used, with some changes made to show more Northwest Indiana pictures, and the MS4's logo on it. There was some discussion on how the placemat in its current form would be aimed at children who were a little older and how they would want a placemat that was more suitable for younger children. The final decision was to have it printed so that they could go out and when we were nearing a new bunch to be printed that we would discuss how to make the placemat more suitable.

2008 Planning outline:

Part C's

There was discussion on trying to get everyone in the Partnership's Part C's the same and if not the same, then similar. The next MS4 Meeting will include talking about everyone's Part C.

Reviewing annual reports

Kathy handed out a sheet rating how well public participation was done. The sheet included Target Audiences, specific messages, target audiences, methods of distribution, and Stormwater Hotline. There was some confusion on whether or not a Stormwater Hotline was required by IDEM, or if that was something that was recommended. Some clarification is needed.

Possible Water Website

There was discussion of how we could get more public outreach, and one idea was a website for all the areas water related plans. We would ideally like to have something like the www.lakesuperiorstreams.org website.

Survey

Chris Tatham gave a Final Report of the 2007 Regional Water Quality Survey. Included in his presentation was the means of collecting the data, some of the interesting facts from the survey, and showing of the charts, graphs, and GIS maps of the results.

The MS4 meeting will be on December 18th in the Packer Room at 9:00 a.m.

Meeting adjourned.

MS4 Community Partnerships

December 18, 2007 Meeting Summary

MEMBERS/GUESTS

Bob Minarich, Jennifer Gadzala, Brenda Henry, Rob Guetzloff, Mike Phipps, Dorreen Carey, Francyne Mixon, Kathy Luther, Amanda Peregrine.

Review Agenda – Kathy

Members reviewed the agenda and the meeting summary from the last meeting, beginning with the budget and its current status and an update on the status of various products that are being worked on. Kathy stated that a new Power Point was generated based on our experience at the schools that members could give input on and Part Cs for next year to make sure that everyone will be in compliance; discussion concluded.

Budget Overview - Kathy

Kathy stated that two new MS4 Community Partners haven't paid for 2007. Discussion: \$32,000 haven't been spent. \$11,000 wasn't received, so that is about \$21,000 and most of that is in the salary and personnel category and is due to staffing changes.

Kathy stated that she haven't worked out how to use Sarah's time with her working from home. She will help a lot with the workshops in the winter.

Also, due to the health insurance changes, the in directory is going to go down because NIRPC's health insurance is going down; discussion concluded.

Product Update – Kathy

Most of the money for products haven't been spent. The calendars haven't been sent to the printers. 50,000 MS4 Brochures have been ordered and they will be distributed proportionally to members. The placemats will be in next week and the calendars in January; discussion concluded.

As a result of the water insert that we did in the Times earlier in the year, we went to a school in Calumet Township to represent the MS4.

New MS4 Overview Power Point

Kathy and MS4 Partners overviewed and discussed, A Citizen's Guide to the MS4 Program, a hard copy color Power Point. This would be an introduction to anything that is given at a community function or school; discussion concluded. Kathy stated that we can add some more pictures and make it available to everybody through e-mail and put it on the website.

NIRPC is in the process of designating speaker bureau experts to all of the media, centering on different topic that can be directed to one staff member; discussion concluded.

Review and Compare Part Cs for 2008 Planning – Kathy, Amanda

A breakdown of each MS4 Community Partnerships' Part C Crosswalk and NIRPC responsibilities were reviewed; discussion concluded.

Kathy stated that on April 3, 2008, there will be the Annual MS4 Meeting in Hendricks County for the whole state; It will have a special session. There will be an education outreach panel. There will be the new permit guidance, and the new reporting guidance. We are doing the record keeping reporting. We don't have a new reporting guidance, so we will continue with what we are doing. Review, compare and discussion of Part C Crosswalk and NIRPC responsibilities continued.

The MS4 committee discussed their meeting schedule for 2008. The decision will be made at the January 29th meeting from 9:00 a.m. to 12:00 noon..

Kathy stated that we will continue to do the MS4 newsletter, no decision on how often it will be done.

Posters will be mailed out, except for the health department, they have been sorted.

Kathy stated regarding the storm drain marking program, we need to check in on that to see where we are with those. We need to clarify what NIRPC's role is with that program.

Kathy stated that she thinks the storm drain marking program and schools are the areas where we are not where we should be.

Kathy stated turn in your Part Cs, so that I can better coordinate the breakdown.

Meeting adjourned.