



Public Engagement Committee
Wednesday, July 12, 2023
2:00-3:00 PM
Virtual Meeting

<https://us06web.zoom.us/j/83443945193?pwd=Q3ZRTnFtUVZlYzZKeW16bDdWNGYzZz09>

Agenda

1. Welcome and Introduction
New Vice Chair: Kate Milzarski City of Hudsonville
2. Schedule for 2023 - Meeting times 2:00-3:00 PM – Quarterly; Virtual until further notice
 - a. 2023: October 11
 - b. 2024: January 11, April 10, July 10, & October 9
3. **Cooperating and collaborating with LGROW’s network to foster public education and outreach regarding shared environmental priorities.**
 - a. Review the new LGROW Marketing designed by Idea39
 - b. IDEA39 is marketing firm we hired out of Detroit, they’ve had to postpone for a while, and we won’t get our full material package until August
 - i. Brochure
 - ii. Tips Card
 - iii. Trifold
 - iv. Kiosk Sign
 - c. This is the first time LGROW has had a marketing “look” through all of our material
 - d. IDEA39 will work on Rainscaping and adopt-a-drain marketing material
 - e. New vision at LGROW
 - f. End of August or end of Fall 11x17 for the kiosk signs
 - g. If communities want more marketing materials, or a Spanish copy, please let LGROW know
4. **Supporting programs, events, materials, and activities that help communities meet the educational requirements of the NPDES stormwater permits (MS4s)**
 - a. 2023 PEP Implementation
 - i. How to connect with the community?
 1. What events do you attend each year to connect with your local community?
 2. Possibility to distributed materials to homebuilders in communities
 - ii. How to connect with local businesses?
 1. How have you been successful connecting with local businesses?
 2. Who in the municipality needs to be educated on giveaways/ handouts?
 - a. Working with business districts to distribute material

- 3. Licensing permitting and application distribution.
- iii. Fall Tips + social media plan available in the Dropbox
 - 1. <https://www.dropbox.com/scl/fo/hupqwra9okwf5qr0oa1z6/h?rlkey=i4xr5b5ylvpfeluwaplilfysp&dl=0>
- iv. EPA Targeted businesses/groups
 - 1. <https://www.dropbox.com/scl/fo/hupqwra9okwf5qr0oa1z6/h?rlkey=i4xr5b5ylvpfeluwaplilfysp&dl=0>
- b. Check out catalogue
 - i. Adopt a Drain Kit Ready to Use
 - ii. Stream Cleanup Kits
 - iii. Activities and Games
 - iv. Tri-fold
 - v. Salt Watch Kits
 - 1. We will be ordering more in November
 - 2. Please let LGROW staff know if you would like any kits
- c. Outreach
 - i. White Caps Review
 - 1. May 25, Bark in the Park
 - ii. LGROW & Farmers Markets
 - 1. Spring Lake June 29th
 - 2. Grand Haven July 19th
 - 3. Hudsonville August 30th
 - 4. Please let LGROW Staff know if you would like us to attend your farmers market
 - iii. Newsletter,
 - 1. LGROW written blogs
 - 2. Community newsletter schedule
<https://www.dropbox.com/scl/fo/lrns57ei9ek3t0v124mo/h?rlkey=zz2gbsa9wva5iadrmi252x8v1&dl=0>
 - iv. Outreach Flyers
 - 1. Pool Flyers
 - 2. Managing Lawns
 - 3. Parking Lot Pollution
 - 4. Put Waste in its Place
 - 5. Stop the Salt Assault
 - 6. <https://www.dropbox.com/scl/fo/usf3gg567q1kiforpzac3/h?dl=0&rlkey=awetx3zpc9i4qir0z89i9b1>

5. Documenting successful implementation, the Information and Education Plan of the federally-approved Lower Grand River Watershed Management Plan.

- a. Round Table (Summer Events)
- b. LGROW Committee Updates
 - i. Technical
 - ii. Sustainability
 - iii. Subwatershed
 - iv. SWOrd

v. Other Partner Updates

Adjourn: Next meeting scheduled October 11, 2023

Meetings will be virtual until further notice; Will update calendar invite if this changes.