

## Minutes for Marketing Committee Meeting

- ITD Certification issues – Nelle will check
- Shelley Gilmore; joint class/joint certification
- CECIL- up to Lakes; change the wording; SEEP or other equivalent; CECIL re-cert?
- Separate refresher class **\*\*might we create that during our next meeting as we work thru the slides\*\***
- Panhandle Health is every three years completely retake
- Product day; water truck
- Get the info from Tom on what he fills out, or a copy of the questionnaire
- Take only the field part again instead of the classroom portion for re-cert
- Good for everyone, not just field people
- 8 hour refresher example
- Do we have a rotating list; need resources to have that need staffed - add to BP
- 10 points over the course of three years
- Keep the point structure
  - Brochure to send out with “Tom’s” questionnaire
  - Email preferable, but not good emails given
- Schedule an expanded field day
- Brandon & Nelle will work on updating the list
  - 1<sup>st</sup> year is '95?
  - Go Green Expo - COC

## Minutes for Monthly Meeting

(Not enough folks for a quorum - Denna, Kenny, Greg, Bruce Howard, Vera, Glen, Brandon)

Advanced class Monday (6/21) afternoon & Tuesday (6/22) morning WebEx:

Matt Molder

Kim Harrington

Brian (?) JUB

Mike Monet

Brian Crumb

Barney Norris

Sandra Raskell

Bruce Howard

Jamie in audience but able to assist, Kenny will leave

Kenny needs a hard copy of the notes

He will survey audience before he starts on how to address comments

Treasurer's Report

\$25792

\$1600

<\$31224>

\$23,482.57

Field book: error about waddles

Web site updates – historical recap; benchmarks; not ready to load; move around sections - create "About Us", and move the certification section in the classes section

Pre-marketing meeting report

- Brochures distribution list
- Get the inventory of additional ways to earn credit & compare to the list we already have on line
- PowerPoint review look at parts to be added to re-cert field day
  - Attend , not take test
- Nelle & Brandon will update the list & organize by dates....
- Focus on creating a refresher

Computer remote replaced

Needs to be programmed

Historic recap update – in process; circulated and then uploaded to website

PowerPoint update 7/21 9-1pm, order pizza

- Fix the Site Assessment Module
- Be prepared for discussion
- Photos to add
- Bring any you think might be good to add
- Get done so we have plenty of time to print up manuals
- Animation issues
- Can more experienced teachers focus on updating the speaker notes?
- Make sure we focus on having the speaker notes match the slide changes
- "Train the trainer" hybrid general delivery & course expectations
- [Tom's agenda/checklist for field class](#) – needs to be incorporated in the RM
  - Some things need to be added to the prep checklist

- And add the field checklist
- Should we have people focus on individual presentations – 2 to a section, working individually, rather than all of us doing all of them. Would a sign up list be a better idea/work?
- Business plan needs to be a non-profit - After next meeting
- Dave Newcombe - has taken a job in Spokane, will not be as available
- Money from CWP has arrived
- Additional classes/topics – NEMO, LID, CECIL, ITD - overlaps
- Issues with MT on who actually attended; no contract discussions going on; contract was not for the class, it was for the riparian module
- Field materials need to be replaced, used them all up in MT
  - Need to plan a little further in advance for field class
  - Greg will be doing that later this year, and then he's already notified Arrow he'll be visiting them soon
  - Greg wants to visit with Tom about putting in less variety of materials, just have some as examples for discussion
  - Switch groups to take out each others' BMPs
  - Be careful not to criticize materials, but explain which they feel works best
  - No requirement that wire be buried, and has a negative impact when its removed
  - Wire is only for reinforcement and/or tumbling rock
  - Don't we owe the students the opportunity to work with the different materials
  - But also good to share our field experience
  - Duct tape is a good tool
  - Good to add this discussion to the meeting next month when going thru the ppts
  - Demonstrated labor intensive materials
  - Lacked straw blower, and especially missed the wood straw, do we always need one? Yes, we should promote it even more, since it is a very good BMP in so many cases.
  - McGillivray Environmental may get one
  - Make a list of companies that have equipment to add to our resources, so that we can involve them, as well as let local folks know that its available
  - Should we include having one available (own, rent, etc.) in the business plan?

Silt fence plow great on prairie, not so effective in Silver Valley. Silt shield would be a better application there; probably the size of a tiller. We recognize a challenge to get the most equipment to each field class. Remember to keep a focus on using local folks.

Need to clean up materials; need a file cabinet to store them in? Should we take them off-site?  
Proposals; [Brandon, Vera, & Denna will sort thru it; recycle what we can.](#)

[Training Cadre will put together a list and we'll contact everyone and get their– bios, pictures](#)

SEEP brochures at the fair table; Field Guides; some sort of SEEP PPTs for the computer;  
pictures; materials to show at the table; PPT on ATVs; stack to alternate presentations; good  
photos from Advanced Class

Nelle back---- Quorum now

Check from CWP can be used for:

- Use half for travel reimbursement costs and can be retroactive
- The other half for materials, but is only for the Advanced Class, which doesn't have field component
- Maybe we can use some of the monies for the train the trainer (22 files in the drawer from the last TTT class, but we've only used 10 of them)
  - Seasoned trainers can invite students they feel would be good trainers to train
  - Send out a survey to find out how to help these folks be more involved
- 8 minute, and 2-30 second PSAs

Idea: [Provide the manual on CD for the Refresher, with binder clips to add to old manual](#)

Location: UI (extension) if we can get it, or hold it at PAC

Google map to Kenny if it is there

Made motion, 2nded, passed - Decide by noon Thursday

Laurel Woodworth at CWP

Vera will send out an invitation

(Monday afternoon there will be guitar lessons (acoustical))

Brochures for 811 – maybe use some funds from CWP for the fair

Maybe have a product field day for outreach; Fairs in other counties; Bonner, Benewah,  
Boundary – none in Shoshone

August meeting – moved to August 19<sup>th</sup> 9-1pm; Marketing meeting before