



Petenwell and Castle Rock Stewards

P.O. Box 8. Arkdale. WI 54613

PACRS Meeting

3/4/2011 -- 10:00 a.m. at the Lure

In Attendance: Rick Georgeson, Ron Von Haden, Curtis Frost, Chris Turok, Virgil Miller, Scott Bordeau, Ron Lyman, Carol Lyman, Matt Krueger, Chris Murphy, Wayne Gjersvig, Gerry Ganther, Scott Watson, Gail Rollins, Denny Caneff, Darrin Johnson.

Rick Georgeson called the meeting to order.

Meeting Minutes: Chris Turok noted several corrections to the minutes for the January 20 meeting.

1. The PACRS address should be P.O. Box 8.
2. Gerry Ganther, Board Member, had made prior notification that he would be unable to attend the meeting.
3. Clarification on Rick Georgeson's upcoming presentations: Rick has been invited to speak to two lake associations located on Castle Rock Lake, Sandy Shores and High Ridge. Both groups are interested in learning more about PACRS. The University of Wisconsin, Stevens Point, is hosting an event called The Wisconsin River water Quality Improvement Symposium on March 11, 2011. Rick has been invited as a featured speaker to represent the PACRS to address the broader stakeholders who will be in attendance. More information on this event will be available soon.

Ron Lyman made a motion to accept the minutes as amended. Curt Frost seconded. Motion passed.

Treasurer's Report: Curt Frost provided the financial report. He said that Chris Turok has been added to the signature listing at the Bulls' Eye Credit Union to provide a second person authorized to sign checks in the event he is unavailable. Three membership renewals were received. Ron Von Haden moved that the Treasurer's Report be approved. Ron Lyman seconded the motion. Motion passed.

Web-site Update: Ron Lyman stated that there were some additional updates to be made. Carol Lyman asked to consider removing the organization representation on the officers and board member section on the web site. The group concurred. Revisions will be made. Rick asked if the final report from the Water Monitoring Study that was provided by Reesa Evans should be posted on the web



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site. It was agreed that the information would be valuable and Matt Krueger will write a brief opening paragraph as an introduction.

Economic Impact Study: Rick Georgeson and Curt Frost attended another round of meetings with the DNR & the EPA to continue discussions on the proposed economic impact study. Denny Caneff, who also attended, gave a recap. After his report, discussion followed. It was emphasized that PACRS needs to be very specific in identifying their requirements of an economic impact study if it is to be of value. Cost, timing and parameters of the broader study are still being determined. It was decided that PACRS should move forward with pursuing the original proposal that had Dave McCoullier of U/W Stevens Point implementing a study with a cost of approximately \$24,000. With this objective in mind, the subcommittee of Rick Georgeson, Scott Bordeau, Curt Frost, Wayne Gjersvig, and Denny Caneff will meet with Dave McCoullier to re-visit the original proposal. Chris Murphy will provide the proposal to committee members in advance of meeting with Dave.

State Funding Update: Scott Watson distributed an overview of the expenses and associated funding for each segment of the Wisconsin River TMDL Project. He included a summary of FY2010 as well as projections for 2011-14. Currently, gathering data is the major portion of the project, but as information accumulates data modeling projections will be forthcoming. Included in the data bank is the information that was collected by PACRS in the water monitoring project last season.

Wisconsin River Symposium: Rick Georgeson will be representing PACRS March 11 at the Wisconsin River Symposium and will be giving a power point presentation on the efforts and successes of our organization thus far.

Facebook: After some discussion, it was felt that there is a benefit to having a presence on facebook and it can be of value in networking as well as a marketing tool to broadcast information with very little effort and no cost. Chris Turok will set up a PACRS page and will be the host of the site.

Speaking with Legislators: Denny Caneff reiterated that it is important to meet with current and new legislators to introduce PACRS, especially given the budget challenges. Scott Bordeau and Ron VonHaden are already intending to make some contacts, emphasizing PACRS goals. Equally important is individual phone calls from constituents.



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Other:

Matt Krueger announced that River Alliance still has scholarships available for those who would like to attend the National River Rally June 3-6 in Charleston, South Carolina. The conference has a number of good workshops and with the scholarship, cost would only be personal transportation. Deadline for the scholarship application is March 21.

Rick Georgeson said that he will be attending the Governor's Conference on Tourism this Sunday thru Tuesday at Wisconsin Dells. This is an opportunity to gain information on the Wisconsin tourism industry, increase exposure for PACRS, as well as do some networking.

Curt Frost presented a bill for \$8.39 for postage and \$200.00 to pay for Rick's registration for the Governor's Conference. Wayne Gjersvig made a motion that both expenditures be approved. Gerry Ganther seconded. Motion passed.

Curt Frost thanked those who came to the special meeting on Feb. 13 to make the by-law amendments. The application for non-profit status is in process and we are awaiting final approval. Curt's efforts are greatly appreciated.

Virgil Miller reminded the group of the importance of PACRS visibility and suggested that volunteers be at the boat landings this spring with literature on Clean Boats/Clean Water and perhaps invest in PACRS t-shirts to help provide exposure. This will be put on the agenda for next month's meeting.

Next Meeting: The next meeting will be Friday, April 8, at 10:00 a.m. at the Lure.

Scott Borda moved to adjourn, Gerry Ganther seconded. Motion carried.

Respectfully submitted,

Chris Turok

Secretary