

Friends of Badfish Creek Watershed Minutes
Meeting: January 10, 2012 6:00 to 8:00 p.m.

Attendees: Lynne, Marsha, Jim P., Ingrid, Sharon

Old Business

Lynne reported that she and James D. attended the meeting with Madison Metropolitan Sewage District (MMSD) representatives in early January to discuss the Friends of Badfish Creek draft Strategic Plan and opportunities to partner with MMSD. It was determined that matching funds would be available to support watershed education during 2012 should other grant funds be obtained.

Jim P. is attending the meeting for the first time; he lives in the watershed and is interested in learning more about the FBCW and enhancing local recreational options. Jim provided historical information about the role of MMSD in sewage treatment. MMSD has continuously operated and treated effluent at the Nine Springs Wastewater Treatment Plant since 1930. Pumping of effluent into the Badfish Creek began in 1958 much to the chagrin of communities downstream of the treatment plant. Over decades MMSD continued to improve water quality and is known currently throughout the country as a leader in sewage treatment; it is the first to pilot and install ultraviolet processes to treat sewage.

The MMSD provides tours of the Nine Springs Wastewater Sewage Plant—in 2010 more than 1700 individuals participated in guided tours of the facilities. Additionally, the website has videos and an online tour. Those in attendance expressed interest in touring the Plant to learn more about processes and become better informed as the group expands collaborations with other community members in the watershed.

An important outcome of the MMSD meeting is a commitment to \$425 as a match to a grant proposal to the Dane County Environmental Council “Community Partners Program” due on 2/22/2012. Lynne will write the proposal for the development of educational materials (weather proof BCW educational sign at Cooksville Store), funds to copy and mail the 2011 Status Report to elected local officials, distribution of a user survey targeted to various groups, print business cards, additional brochures and new bookmark inserts for the brochures. She has been contacting local businesses to determine costs of producing the materials mentioned.

The group decided that information would be included on both sides of the business cards. Lynne and possibly James D. will have personalized cards, others will be generic with group name, logo, website, QR code, affiliation with the Rock River Coalition and Lynne’s e-mail address; the reverse side will have WI map with watershed indicated.

As partnerships were discussed, Lynne informed the attendees that Chris James, Dane County Parks and Open Space Plan developer told her that that a Rock County public employee in a public position similar to his is Rock County Parks Director Lori Williams. Kurt Watterstradt, Federal Land Manager for US Fish and Wildlife Services, manages 800 acres in Dane Co. that includes the Leopold wetlands. The group decided that it would be helpful to begin exploratory discussions with them about the likelihood of the Badfish Creek Watershed becoming a Natural Resource Area with the intent to develop partnerships.

Ingrid brought, displayed and discussed a recently created UW Extension educational banner about agriculture to show potential layouts/design for BCW educational materials. The banner contained multiple content areas integrated with photos, facts, descriptions, etc. This beautiful state-of-the-art example can be considered by the FBCW as we begin planning and developing educational signs along the waterway.

Submitted respectfully by Sharon B.

Next meeting: discuss and confirm the content and messaging to be included on the brochure insert. Insert will be bookmark size or 1/3 of a tri-fold (3.33 X 8.0 inches) with information on both sides that is meant to intrigue people with the “recreational resources within the watershed”. We are all asked to consider how BCW users will benefit from the Natural Resource Area. The insert will be designed as a fact sheet but also targeted for recreational users, landowners, public officials, etc. Lynne will begin this process via e-mail.

Meet with C. James during the daytime in Madison for a County Plan process update and next steps when BCW becomes a Natural Resource Area. Lynne will inform members of next meeting date and location.

Submitted respectfully: Sharon B.