

Lebanon County Clean Water Alliance Meeting
North Lebanon Township Building
Wednesday, November 19, 2014
2:00 pm

Minutes

I. Welcome/Introductions – Present: Kerry Rohland, Phylis Dryden, Mike Dryden, Robin Getz, Steve Sherk, Kris Troup, Marie Tribioli, Chuck Wertz, Tom Embich, Stephanie Harmon, Julie Cheyney

II. Meeting Minutes – The minutes from the September 30th meeting were reviewed, one correction was noted, misspelling of Steve’s last name (Shirk will be changed to Sherk). Julie C. will make the correction and email the final minutes to LCCWA partners.

III. Public Education/Outreach

- Banners – Kris T. reported the price of one (1) 2’ x 12’ vinyl banner is \$148.00, if we order three (3) – five (5) banners the cost/banner is \$118.00. Turnaround time is quick once the order is placed. Julie C. reported South Lebanon Township is willing to pay for two (2) signs, if one sign can be permanently kept in South Lebanon Township. Steph H. states there is \$640.00 in LCCWA budget. Robin G. made the motion to order five (5) banners – 2 funded by South Lebanon Township, with the concession that one (1) banner permanently stays in South Lebanon Township and the other three (3) banners funded by LCCWA. Steve S. made the second. Motion carried. Kris T. will order five (5) banners from Brown Signs.
- Rack Cards – Steve S. reported two hundred fifty (250) cards (glossy) will cost approximately \$69.00, five hundred (500) cards (glossy) will cost approximately \$112.50. Steve S. provided a sample rack card for the group to review. Suggestions from the group included – leaving space at the bottom of the card to put municipal/organization contact information, use pictures instead of clip art, “Did You Know” on the front of card. A sub-committee meeting will be held to finalize a design. Phylis D. made a motion to order five hundred (500) rack cards with design to be completed by the sub-committee and circulated by e-ballot for approval. Kris T. made the second. Motion carried.
- Newspaper advertising campaign – the cost for a ½ page ad in spot color is \$680.00 plus \$500.00 for the thirty (30) day website run, which includes a read count. The cost is \$1,180 per run in the spring and fall, for an annual cost of \$2,360.00. This would run in a Sunday edition which has the highest reader base. A thirty (30) day run on Facebook would add an additional \$500.00 per spring and fall ad, for an additional \$1000.00. The education sub-committee will put together the content of the advertisement. Julie C. will apply for a DEP EE grant. Steph H. will check with DEP to make sure the LCPD on behalf of the LCCWA is an eligible applicant. Steve S. will draft a letter regarding the

MS-4 advertising requirements and circulate via e-ballot for approval. Julie C. will send out to all LCCWA partners.

- IV. Long Term Stream Maintenance** – John B. was not present, tabled for next meeting.
- V. Other Business** – Steph H. will check with PACD for additional grant opportunities. A question was posed regarding FTIG and if they were invited to participate with the LCCWA. Steph H. will have Karl Kerchner follow-up
- VI. Next Meeting** – a Doodle survey will be sent out for the next meeting date in January, to be held at LCCD.
- VII.** The meeting adjourned at approximately 2:55 pm.