

Notes
WI Salt Wise Partners Meeting
Thursday, Nov. 8th 9:30-11AM
Madison Water Utility -119 East Olin Ave. Engineering Conf. Rm.

Attendance:

Susan Sandford- Dane Co. Land and Water Resources Dept. (LWRD)
Claudia Guy- City of Fitchburg
Jennifer Sereno- Madison Metro. Sewerage Dist. (MMSD)
Phil Gaebler- City of Madison
Catherine Harris- MMSD
Sarah Fuller- Capital Area Regional Planning Commission (CARPC)
Christal Campbell- Dane Co. LWRD and MAMSWaP
Amy Barrilleaux- Madison Water Utility
Kathy Lake- MMSD
Emily Jones- MMSD
Kirsti Sorsa- Public Health Dane County/City of Madison

Strategic Planning Update:

Kathy Lake reached out to consultant who assisted with strategic planning with a school in Verona. Waiting to meet with her in the next week to determine best course of action for a group such as ours with multiple partners. She will also provide a general cost to lead us through this process. Fund for Lake MI might be a potential source for funds.

Trademark Discussion:

Do we need to go through the process to get Wisconsin Salt Wise registered as a trademark?

- There are several organizations/companies who use some version of Salt Wise, but not with Wisconsin.
- Some thoughts that we may need a trademark to protect the use of the “brand” in the future
- Kathy will consult with attorney.
- Follow up info from attorney Kathy spoke with –

I talked to an attorney who works with our attorney about WiSaltWise and whether we should be registering the name as a trademark. He left a message during our meeting this morning – timing is everything!

The short answer is – maybe in the future. Work on figuring out what we will become...then look into this future, if needed.

Narrative: Trademarks are really based on commerce – in order to register it, we would need to know what product or service we are selling and in what market (our service could be ‘raising awareness of the impacts of salt pollution or something like that’). If you don’t go across state boundaries, you can’t register it. That said, if we call people or take on speaking engagements outside of our current state,

then – maybe. Use is important as well as geography. Since SaltWise is registered as a food additive – WiSaltWise is a completely different use and shouldn't have a problem being registered. It is very difficult to get someone to stop using a brand/mark, etc. Using it first may be enough. He quoted a famous McDonalds case – when McDonalds registered their brand, there was a small McDonalds hamburger place. The McDonalds that we all know could not open a store in that town using the name McDonalds. In general, the reason to register a mark is to reduce confusion with similar products with similar names/looks, etc. famous McDonalds case – when McDonalds registered their brand, there was a small McDonalds hamburger place. The McDonalds that we all know could not open a store in that town using the name McDonalds. In general, the reason to register a mark is to reduce confusion with similar products with similar names/looks, etc.

Becoming a Wisconsin Salt Wise Partner:

What does it mean to be WI Salt Wise Partner?

- Difficult to answer until we can agree on where we are headed as a partnership.
 - Will this eventually be a statewide organization?
 - What are the geographical boundaries?
- Interest in having different types of partners (business, community, etc.).
- May want to look into the Green Tier, MAMSWaP or Yahara WINs model where key members pay in and take on a specific set of responsibilities. Use funds to hire a staff person to coordinate efforts and pay for programs/resources. Issue here is that it's completely voluntary. There is no regulatory "hook" as there is with other models.
- What are the requirements of each type of partner?
- Interest in having an advisory team comprised of representatives from key partners.
- Do we set restrictions on how outside organizations use our materials/logo/language?
 - mixed feelings on whether to leave it open and allow anyone to use as they want or set some boundaries/requirements.
 - other groups currently use our materials/language without restrictions
 - EPA is interested in using materials

Press Packet:

Amy is updating 2018 Press Packet for 2019. We could really use a list of people who are willing to go on morning shows and speak about key messages we want to share.

- Possible Reps for Morning Shows- Charlie Romines- City of Madison, Kathy Lake- MMSD, Brooke Rolli??- Olson Toon
- Need to train those speaking on behalf of WI Salt Wise. What key points should they cover during an interview?
- Opportunity to spread the word today/tomorrow with snow predicted tomorrow. Amy will follow up with Phil following meeting.

Outreach Efforts 2018/19:

- Jenny presented new logo with a couple different options for those who are certified and those who hire certified applicators. Once finalized we can use for decals/stickers.

- Decals/stickers will be sent to any business with at least one certified applicator on list. They can decide if they want to market themselves as a business with certified applicator. Hoping this will encourage more to staff or business itself to get certified if clients are requesting a certified applicator maintain their site.
- Key messages for businesses-
 - Hire companies that have at least one certified applicator on the City of Madison list and have them mention their interest in having certified applicators conduct snow removal on their site when they contact them.
 - Request that their existing winter maint. contractor get certified. Still determining whether we can offer another training in Jan/Feb.
- Key messages for homeowners or those who do their own winter maint. Shovel, Scatter, Switch
- Key messages for customers of businesses that use too much salt
 - Hire a certified applicator
 - Follow BMPs
 - Still some interest in reporting too much salt use to municipality/group that can follow up??
- Discussion on how to keep consistent message when posting to social media and who should post first.
 - Who should send out initial post? Susan Sandford and Emily Jones can post on Twitter. Susan, Emily and Christal Campbell can post to WI Salt Wise Facebook page. In the past whoever is available posts first even if that's not on WI Salt Wise and then we share posts on MMSD, Madison Water Utility, Ripple Effects, Dane Co. LWRD, etc. No protocol or plan on how to do this.
 - Need to possibly develop additional template posts to use throughout the winter. Have some already in the outreach kit. Review existing templates at next meeting and approve.
 - hire certified
 - shovel, scatter, switch
 - a little goes a long ways- scatter pattern
 - recognize those doing the right thing instead of shaming those using too much salt
- Interest in creating a sign businesses who are trying to apply less salt can use to encourage people to be careful, low salt area.
- Share WI Salt Wise Outreach Kit with partners/watershed groups to help spread the word. Susan Sandford will update and share.

Winter Salt Certification Trainings:

- 4 Winter Salt Cert. Trainings led by Connie Fortin held from August-October using revised presentation.
- Last 2018 training will be November 15th. Need to get the word out on the listserv. Only 7 signed up so far. Please spread the word through your communication channels.

- Trainings went ok, co-presenters aren't as comfortable with new material.
- Discussion on whether there is enough demand to try and hold another training in Jan. and who will lead if Connie can't attend. Phil may be able to lead if we can find a co-presenter with on the ground experience. What to do if there is a snow storm during training??

Calibration Training:

- Led by Ben Johnson from the Wisconsin Transportation Info. Center (UW) on Oct 17th at City of Madison garage- Emil Street
- 35+ people attended. Despite requirement to have attended certification training, many did not so there was a range of knowledge on the issue coming into the class.
- Content was good, but the location was not ideal with limited space and lots of noise.
- Took a lot of time to coordinate the delivery of the equipment and make sure trainers had what they needed.
- Improvements for next year- new larger, less busy location (Town of Westport??), better coordination of the type of equipment that will be available, better prep by presenter, try to include more time for people to exchange ideas.

UW Salt Sustainability Blueprint:

A group of students from the UW Madison Nelson Institute are working on a 2-year project to develop a Salt Sustainability Blueprint to help UW Madison reduce their salt use. See details below.

UW-Madison is a key member of a WISaltWise and purchases a large quantity of salt for use in water softening and deicing sidewalks, streets and parking lots. Salt can be reduced in a variety of ways – some of these involve right-sizing or optimizing equipment, while others require changing behavior and social norms.

Project summary:

This project is the creation of a blueprint of actions that will reduce UW-Madison's salt use:

- 1) **Develop a document** that summarizes the relevant research relating to the impacts of salt on fresh water, identifies the various initiatives locally and nationally that are focused on reducing these impacts, and benchmarks local chloride-related conditions both in the summer and winter.
- 2) **Develop an inventory of salt uses and users** on campus. Determine where, how, and the quantity of salt that is used each year, include a spatial component (GIS), benchmark the efficiency of each use with other similar applications (for example, compare the salt use of different water softeners in buildings that use a similar volume of soft water).
- 3) **Assess the locus of control:** who has the ability to change salt use, who controls the finances for those decisions, and what information is needed to make changes.
- 4) **Identify opportunities** for indoor and outdoor salt reduction.

- 5) **Engage stakeholders** to determine the drivers for, barriers against and attitudes regarding changing salt use within the organization, and develop recommendations informed by those factors.
- 6) **Develop a plan** to reduce the overall campus salt use by 25% and keep discharges to the sewer system under the state's chloride water quality standard of 395 mg/l.
- 7) **Prioritize reductions** and work to move catalytic projects forward (projects that can be accomplished in the desired timeline).

Monitoring: Assess the local conditions on campus relating to chloride including winter and the summer and help to validate the estimates of salt use.

1. *Building use: monitor actual soft water use in buildings.*
2. *Sanitary sewer: MMSD and/or City of Madison*
3. *Stormwater system: Campus utilities, City of Madison and/or USGS*
4. *Wetlands: Limnology department*
5. *Mining existing data/research*

Next meeting:

- Tuesday, Dec. 4th 1-2:30 at Fitchburg City Hall (room 204)
- Items to discuss at next meeting:
 - Review "Safe walking" sign and finalize
 - Template social media posts- review and approve existing or create more??
 - Outreach to businesses selling salt/shovels, possible display (Ace Hardware)???
 - What can we offer to large companies that are trying to go Salt Wise (American Family) who want to get the word out to their employees?
 - Outreach Kit- how to distribute and to who?
 - Demand for another training and how to get it done in the middle of winter?
 - Final logo/decal files to use
 - How do we modify existing tools/web site to include new logo?
 - Revisit list of spokespeople and training in key messages (tv ops).
 - Handheld spreader demo, possible pilot with Madison Schools??
 - Ideas on tools we can use to share ideas and collaborate other than email.