

**Notes**  
**WI Salt Wise Partners Meeting**  
**9:30 am on October 9, 2018 at the Land & Water Resources Department**

**Attendance:**

Susan Sandford – Dane County Land and Water Resources (LWRD)  
Christal Campbell – LWRD & MAMSWP  
Kathy Lake - Madison Met. Sewer District (MMSD)  
Jennifer Sereno - Madison Met. Sewer District (MMSD)  
Sarah Fuller – Capital Area Regional Planning Commission (CARPC)  
Ellen Geisler – City of Fitchburg  
Claudia Guy – City of Fitchburg  
Phil Gaebler – City of Madison

**Organizational Structure:**

- Historically, Salt Wise partners have collaborated on salt reduction strategies focusing on changing social norms and behaviors
- Partners would contribute staff time and money as the need arose.
- Salt Wise is now known nationally
- Do we want to trade mark Salt Wise and if so, who will own it?
- What about the current Salt Wise structure is important to us?
  - Website: place for the public to go to get information
  - Credible information, experts – providing guidance on what to do
  - Coalition: not one agency; broad. Co-branding benefits (similar to Water Sense)
  - Sharing best practices and new ideas
  - Unified message/clear actions
  - Broad: each partners message is incorporated. Big picture. Raising the importance of messages.
- What Structure could be possible?
  - Coalition – adds challenge to decision making. Helps with broader message. Needs leadership structure to aid decision-making.
  - MAMSWaP/WINs models – IGA, funds, I&E team to help drive/guide actions. Permit driven (WINS). Accountability by work plan and budget. Only municipalities and IGAs can participate in IGAs.
  - Some stormwater groups in state have businesses participating in their IGAs.
  - GreenTier – includes govt and businesses. They are currently evaluating the value of the group and ROI. Has team leaders.
  - Nonprofit
  - One organization houses group
- What challenges would a new structure help with?
  - Accountability
  - Momentum
  - Nimble
  - Organization
  - Workplan development
  - Budget
  - Education and training

- Elevating credentials and certification
- Defining what a “Salt Wise” partner means
- Accountability and management if DNR permit requirements move forward
- Scale and scope are daunting but there is more and more interest in Salt Wise so we need to define our role and prepare for that

**Common Language:**

This will become homework due to meeting time limitations. Everyone should review and edit the document with their organization by October 30 and determine what process is needed to get it approved at their organization.

**Winter 2018-2019 Workplan:**

- Press kit: Amy will work on updating it and will send it out as soon as it gets cold. Partners should ID good press contacts that she can include in the kit.
- Certification Program: need a consistent message that all partners could use. Right now it is hard to talk about because the program is still in flux. Email list isn’t currently going to those of us that have signed up.
- Outreach messages:
  - Ask your contractor if they have an option to not pay by the amount. Hire someone that doesn’t make you pay by the amount of product applied as this can lead to over application. When you hire a company, tell them you want your applicator certified.
  - Here’s what to do if you see a lot of salt in your community...
  - When you see companies and businesses applying the right amount of salt, thank them on facebook using the hashtag #WISaltWise to let them know you noticed their positive actions.
- Logo: currently a lot of inconsistency with how we use the name (WI Salt Wise, Salt Wise, Salt Wise, Wisconsin Salt Wise, etc). Need common principles that we can all use and stick to. Jennifer recommends Wisconsin Salt Wise. Two logo images were presented and the one with the water drop was chosen. Jennifer’s team will continue working on a medalian.
- Email list:

**Next meeting:**

- Make it 1.5 hours to accommodate discussion
- Do we need to meet more frequently to prepare for outreach?
- Continued discussion of Organization Structure
- Phil will provide an update from the UW