

**Ad Hoc NERR Advisory Committee**  
**May 21, 2021**

A meeting of the Ad Hoc NERR Advisory Committee was called to order at 9:00 a.m. by Co-Chairperson Oleson at Crossroads at Big Creek.

**Roll call:** Members Mark Holey, Caitlin Oleson and Gregg Meissner were present. Laurel Hauser was excused. Ex Officio member David Ward was present. Ex Officio members Marty Olejniczak, Christopher Sullivan-Robinson, Steve Jenkins and Josh VanLieshout were excused. Also present were Destination Sturgeon Bay Executive Director Pam Seiler, Deputy Clerk/Treasurer Spittlemeister and members of the public.

**Adoption of agenda:** Moved by Mr. Holey, seconded by Mr. Meissner to adopt the agenda by removing item #3 and move item 6 to 4a:

1. Roll call.
2. Adoption of agenda.
3. ~~Approval of Minutes.~~ Remove from agenda.
4. Public Comment.
5. Consideration of: UWGB NERR Update.
6. Consideration of: Prospectus and Video Update.
7. Consideration of: Outreach Strategy Update.
8. Adjourn.

Carried.

No one spoke during public comment.

**Consideration of: Prospectus and Video Update:**

Committee members viewed a promotional video highlighting the attributes of Sturgeon Bay and Door County. The video was expanded from the last meeting to include additional footage of people and working shipyard. The completed video will be viewable on the Destination Sturgeon Bay website.

**Consideration of: UWGB NERR Update:**

Mr. Holey stated that the UWGB representative Emily Tyner has respectfully declined the Ad Hoc NERR Advisory Committee invitation to visit Sturgeon Bay this May. UWGB has formed their Site Development Committee and in the process of developing the final criteria by the end of June. After Sturgeon Bay submits their application, the Site Evaluation Committee will review information and visit possible NERR sites this fall.

**Consideration of: Prospectus and Video Update:**

The Committee continued to finish Prospectus and Video update. Mr. Holey suggested publishing a blue print of the Door Peninsula highlighting areas of interest. This could be accomplished by using information published in the past and using testimonials identifying all research in Door County and why Sturgeon Bay should be selected as NERR site. Committee members mentioned people who may be willing to spearhead and compile this publishing. Mayor Ward will set up a meeting with Ken Pabich to see if the city can gain support from the County of Door.

**Consideration of: Outreach Strategy Update:**

Committee members discussed possible members to add to the NERR Advisory Committee. A press release announcing the City of Sturgeon Bay's support for bringing UWGB's NERR to the community will be published the middle of June.

Moved by Mr. Holey, seconded Mr. Meissner to adjourn. Carried. The meeting adjourned at 10:01 a.m.

Respectfully submitted,

Laurie Spittlemeister,  
Deputy Clerk/Treasurer