

Ad Hoc NERR Advisory Committee
April 8, 2022

A meeting of the Ad Hoc NERR Advisory Committee was called to order at 9:01 a.m. by Co-Chairperson Holey in Council Chambers, City Hall.

Roll call: Members Mark Holey, Caitlin Oleson, Laurel Hauser, and Matthew Peter were present. Ms. Oleson appeared by zoom. Member Gregg Meissner arrived at 9:02 a.m. Members Charlie Henriksen and Bill Hoag were excused. Ex Officio members David Ward and Pam Seiler were present. Ex Officio members Josh VanLieshout, Marty Olejniczak and Chris Sullivan-Robinson arrived at 9:02 a.m. Also present were Bill Schuster and Deputy Clerk/Treasurer Spittlemeister.

Adoption of agenda: Moved by Mr. Holey, seconded by Mr. Peter to adopt the following agenda:

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

Carried.

No one spoke during public comment.

Member Greg Meissner arrived at 9:02 a.m.

Ex Officio members Josh VanLieshout, Marty Olejniczak and Chris Sullivan-Robinson arrived at 9:02 a.m.

Consideration of: UWGB NERR Update:

The criteria for properties to study was released by the UWGB NERR Site Development Committee. This does not include criteria for the visitor center. The Door County Land Trust has been contacted to see if some of their properties may be considered for study within the boundaries of the NERR. Once a list of properties is identified, the UWGB NERR Site Evaluation Committee will evaluate and score each property. From there, the scoring will go to the UWGB NERR Steering Committee prior to submission to NOAA.

Consideration of: Prospectus and Video Update:

Now that the criteria is received for boundary, the prospectus outline can be completed. Members will look more to the UWGB NERR fact sheet for the visitor center.

It was suggested for the prospectus to have a splash page in front that highlights the material within the body of the report. This can be followed up with an executive summary. Committee members will reach out to organizations to make sure what is communicated in the prospectus is also reflecting what their organization wants to represent. Providing a link or URL scan code would also be beneficial for individuals who would like to learn more information about a certain project or organization.

Consideration of: Outreach Strategy Update:

City of Sturgeon Bay's Common Council approved multiple sites in Sturgeon Bay for the NERR's visitor center.

Progress on the pledge drive continues.

Mr. Schuster suggested to write language in the prospectus that is used by members of the UWGB NERR Site Evaluation Committee, which may lead to higher understanding.

Moved by Ms. Hauser, seconded by Mr. Meissner to adjourn. Carried. The meeting adjourned at 9:35 a.m.

Respectfully submitted,

Laurie Spittlemeister,
Deputy Clerk/Treasurer