

Minutes
Educational Advisory Committee (EAC)
17 November 2018 - 2:00 - 4:00 pm

In Attendance:

Ken Fisher, Forestry
Willie Lantz, Agriculture
Greg Rouse, Recreation
Gary Shafer, Property Owner
Bruce Taliaferro, Education
Gary Aronhalt, Watershed Coordinator

Absent:

Sarah Duck, Marketing
Richard Matlick, Property Owner
Lauren McCann, Business
Bob Sutton, Property Owner

Welcome /Opening Remarks:

Gary Aronhalt announced that **Sarah Duck** and **Bob Sutton** had reported that they would not be present for the meeting.

Outreach Planning

Gary Aronhalt distributed copies of the final logo design. The EAC approved the revised Overarching Marketing Plan. The EAC prepared action plans for the following: establish a sense of ownership in the health and wellbeing of the watershed, establish a uniform public message, and establish a fund for education and outreach in the watershed. The resulting documents are appended to these minutes.

Administrative Council Update

Gary Aronhalt announced that the Administrative Council would provide updates at the December meeting.

Questions for the Administrative Council:

Gary Aronhalt asked if there were any questions to be presented to the Administrative Council. There were no questions.

__END__

Educational Advisory Committee (EAC) - Overarching Marketing Plan

Mission Statement: To serve as a conduit between citizens and government agencies on all matters pertinent to the Deep Creek Watershed, relaying citizen concerns and devising effective strategies for relaying accurate, timely information. The end goal of our work is to improve communication, ensure government agencies are aware of citizen concerns and advise government agencies on the prioritization of educational opportunities, as well as the effectiveness of the content and chosen strategies for educational outreach and programs.

Target Market: The target market for educational outreach and programs, in general, is all citizens who live, work or play in the Deep Creek Watershed. However, it is acknowledged that effective marketing may target certain smaller groups when needed, depending on the main topic of the outreach. The EAC strongly believes that the benefits of accurate information and educational outreach are broader than the Deep Creek watershed and in fact, will benefit all of Garrett County. For that reason, the initial marketing strategy will be geared toward all citizens and visitors to Garrett County.

Marketing Content: Content will address a balance of topics that are deemed educational priorities by both citizens, visitors, and pertinent governmental agencies. It is acknowledged that flexibility in the plan is needed in order to quickly provide information on trending topics that may be controversial and time sensitive.

The EAC believes the initial outreach to citizens needs to focus on encouraging a sense of ownership in the health of the watershed. The messages need to be simple and broad and include a logo, catch phrase, and point of contact that will be part of all marketing messages and outreach efforts from this point forward. The EAC, the Deep Creek Administrative Council, the Watershed Coordinator and the website created to disseminate information all need to be established as authoritative sources of accurate, timely information and effective mechanisms for feedback.

Once this initial outreach campaign is completed the group will choose individual topics and create a series of specific action plans for each topic. The group will generate a list of **concise** and **positive** action and/or educational messages related to watershed outreach and education. In general, messages should be applicable in all watersheds in Garrett County. Messages should include imagery when practical. The current message should be updated in response to seasonal changes, major events, etc. The current message should also be consistent across all outlets.



Proposed Logo:

The logo (left) has been prepared by the EAC for use by the Administrative Council for education and outreach efforts within the watershed and Garrett County. It is intended that logo accompany any and all education and outreach campaign messages and documents approved by the Administrative Council and Educational Advisory Committee.

Promotional Strategies:

Messages should be displayed in highly-visible locations. The locations should remain static, if possible, in an effort to persuade stakeholders to look forward to new messages with a familiar theme in familiar locations.

1. The initial strategy should include the following two approaches:
 - a. If possible, acquire targeted billboard location(s) in the County to convey watershed messages to the public. Utilize DNR's boat trailer traffic analysis as an indicator of high-traffic areas. Static billboards are preferred over electronic billboards.
 - b. If possible, acquire on-screen message space at the Garrett 8 Cinemas to convey messages to the public.
2. Future strategies potentially include:
 - a. Informational Booth at the Fair
 - b. News Media (Republican, Lakefront, Deep Creek Times, etc.)
 - c. Garrett County Government Social Media
 - d. Radio Public Service Messages
 - e. Community Presentations
 - f. Attachments to Garrett County Tax Bills

The EAC recommends continued collaboration amongst local and state agencies to promote outreach and education topics. In addition, it is recommended to continue establishing partnerships with community organizations in order to utilize existing communication networks and develop new mechanisms to convey messages to the greatest number of stakeholders possible.

Action Plan

Topic

Establish a sense of ownership in the health and wellbeing of the watershed

Goals/Objective/Strategy from DC Watershed Management Plan, if applicable:

Goal 2: Nurture an informed and engaged citizenry regarding the Deep Creek watershed.

Strategy:

- 1) Implement catch phrase to be used in all outreach: Beautiful Garrett County, Protect and Conserve
 - 2) Create a short message to highlight the website, such as, "One location for accurate information, resources, and news about all watersheds in Garrett County" and Include a link on the County website
 - 3) Send this message to a list of entities with the ability to blast it in an email or distribute to stakeholders.
 - 4) Gather representatives of local organizations to enhance citizen awareness of watershed ownership
-

Responsible entity(ies)/agency(ies):

EAC, Administrative Council, Watershed Coordinator, marketing advisor, entities with email blasts

Timeline:

<u>Strategy</u>	<u>Who</u>	<u>When</u>	<u>Strategy</u>	<u>Who</u>	<u>When</u>
Strategy 1	Administrative Council	1 Feb 2019	Strategy 4	Watershed Coordinator	On-going
Strategy 2	Marketing Advisor	Feb-May 2019			
Strategy 3	EAC	30 June 2019			

Track Progress By:

Monthly updates at EAC meetings and reflected in the minutes of the EAC

Expected Outcomes:

Strategies implemented by 1 July 2019

Measure of Success:

Website traffic increased by 50%

Action Plan

Topic

Establish a uniform public message.

Goals/Objective/Strategy from DC Watershed Management Plan, if applicable:

Goal 2: Nurture an informed and engaged citizenry regarding the Deep Creek watershed.

Strategy:

- 1) Establish a catch-phrase, tagline, and logo to be used with all outreach and education messages.
 - 2) Prepare a list of initial short messages to start the campaign.
 - 3) Review the messages for content and alignment with EAC priorities
 - 4) Explore the availability of a marketing advisor or intern.
 - 5) Work with marketing advisor to prepare a marketing plan and initial messages
-

Responsible entity(ies)/agency(ies):

Administrative Council, EAC, Advisor/Intern

Timeline:

<u>Strategy</u>	<u>Who</u>	<u>When</u>	<u>Strategy</u>	<u>Who</u>	<u>When</u>
Strategy 1	Administrative Council	7 Jan 2019	Strategy 4	Administrative Council	1 Feb 2019
Strategy 2	Administrative Council	7 Jan 2019	Strategy 5	EAC/ Advisor	Feb-Apr 2019
Strategy 3	EAC	17 Dec 2018			

Track Progress By:

Monthly updates at EAC meetings and reflected in the minutes of the EAC

Expected Outcomes:

Acceptance of logo, list of messages, advisor (marketing plan)

Measure of Success:

Utilization of logo on all outreach documents, Incorporation of logo on non-watershed related county documents, advisor hired, and further development of a marketing plan

Action Plan

Topic

Establish a funding source for education and outreach in the watershed.

Goals/Objective/Strategy from DC Watershed Management Plan, if applicable:

Goal 2: Nurture an informed and engaged citizenry regarding the Deep Creek watershed.

Strategy:

1) Meet with Administrative Council to discuss funding needs for outreach and education.

Responsible entity(ies)/agency(ies):

Administrative Council/ Educational Advisory Committee

Timeline:

<u>Strategy</u>	<u>Who</u>	<u>When</u>
Strategy 1	AC/ EAC	Jan 2019

Track Progress By:

Response by Administrative Council to Educational Advisory Committee

Expected Outcomes:

Administrative Council establishes an outreach and education fund

Measure of Success:

Initial funding in place before summer season
