

Lawn Care WWAC SubCommittee Meeting Minutes
March 31, 2010

Members Present:

Alison Whynot
Vint Choinere
Randy Eifert
Dan Harris
Tim Marchand
Paul Ristaino
Tim Whiting

Staff Present:

Angela LaBrecque

Visitors:

Taryn Hallweaver
Alan Robichaud

Randy Eifert called the meeting held at the Meredith Town Hall Annex to order @ 8:00 am.

The **3/3/10 Lawn Care Subcommittee Meeting Minutes** were approved as updated.

- Randy introduced Alan Robichaud, Community Development Director of Lakes Region United Way. There may be some way to use the United Way as a partner to get our message out as one of the focus areas of United Way is to advocate for Healthy Communities.
- Randy reported the status of local vendors that carry pesticide free and or no phosphorus fertilizers. Not everyone has both phosphorus free fertilizers without pesticides.
- Gimmee Green DVD-missing and nobody could report its current location.
- Vint reported that the RFP was posted for proposals for lawn care maintenance for the Parks and Recreation ball fields and lawns.
- Randy reported that he found a company to produce the lawn care signage for businesses and residents for a fair price. The committee discussed the size, color and amount needed. Randy and Alison will be working together on this.
- Randy and Dan will be presenting to Rotary, the Board of Selectmen and Kiwanis.

Taryn Hallweaver-Media Planning-Taryn led a discussion on getting our message out using the media. Following are notes she prepared for us:

Principles of media events:

1. We make the news
2. Develop relationships with reporters
3. Keep it simple and repeat yourself
4. Respond to key questions with your key message
5. Make it newsworthy
6. Go beyond your event

Goals:

- Get the word out/educate the public
- Ultimately, reduce pesticide/phosphorus use and improve water quality
- Lead by example

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Ideas for news hooks:

- Local angle: Meredith leading the way
- Spotlight on Parks and Rec, schools, etc.
- H2O quality/milfoil/cynobacteria in drinking supply (“fear factor”)

Target audiences:

Most important:
General public
Landowners (not just lakefront)

Message:

Problem:

Pesticides are harmful to health (especially kids health)
Everyone’s lawn leads to a waterway and our lake/drinking water is at risk

Solution:

Get informed, make smart/educated lawncare choices

Action:

Test your soil as a start
Use natural lawncare products
Buy low or no-P fertilizer

Message:

Eliminating the use of pesticides and phosphorus fertilizer on turf grass will lead to safe lawns and healthy water for you, your families and pets to enjoy. (Thank you Angela for this wording!)

Snazzy soundbites:

What’s in your soil?
(Or, what’s on your lawn, etc...)

Visuals that complement our message:

- Photographs of poor water quality/milfoil
- Lots of people/esp. kids if possible
- The playground/ballfield/background
- Fertilizer bags/etc.

Event details:

WHAT: Kick off announcement/event

Person who can write news advisory/release: Angela

WHO:

- Vint
- Randy
- Rusty
- Dan
- Concerned mother
- Doctor

Person who can invite/confirm speakers: Randy

WHERE: Church Landing/ballfields (announcement/event starts at Church Landing; interested press can walk over to ballfields for more in depth Q and A/more shots)

Person who can secure location: Tim

WHEN: April 21 (day before Earth Day), 10 AM

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Person who can contact media: Randy and Angela

VISUALS: Photos, kids...

Person who can coordinate visuals: Randy

Outlets:

Daily print: Citizen, Sun, Union Leader, Concord Monitor

Weekly print: Meredith News

TV: WMUR, public access (perhaps a separate interview/show)

Radio: NHPR, WLNH

Website: Weekly Message (town website), United Way

Other: Bank, Planning Commission, NH Lakes Association

Timeline and Plan:

	Project Coordinator	2 weeks before (April 7)	1 week before (April 14)	2 days before (April 19)	1 day before (April 20)	Day of event (April 21) 10 AM
Location/visuals	Tim	Secure locations		Confirm locations		Set up scene visuals
Speakers	Randy, Dan	Find mom, possible doctor	Confirm speakers, prep speeches		Confirm speakers, finalize speeches	
Recruitment	Dan, Angela	Contact groups/ individuals	Continue to reach out	Call to confirm	Call to confirm	
Advisory/Release			Email advisory	Email advisory (A.M.)	Email advisory (A.M.)	Email advisory (A.M.); email release (right after event)
Media Outreach				Follow up with phone call 20 min after send advisory	Follow up with phone call 20 min after send advisory	Follow up with phone call 20 min after send advisory; in P.M. for all releases

Meeting was adjourned at 10:00 am.

Next Meeting: Wednesday 4/14/10 at 8:00 am in the Town Hall Annex.

Minutes submitted by Angela LaBrecque.

These minutes were approved as drafted at the 4/14/10 Lawn Care Subcommittee meeting.