

Communications Subgroup

Meeting Summary

10/13/2021

2:00 – 2:30 pm

Via Zoom



In attendance: Christine Davis, Illinois EPA; Trevor Sample, Illinois EPA; Michael Woods, Department of Agriculture; Lauren Lurkins, Illinois Farm Bureau; Albert Cox, Metropolitan Water Reclamation District of Greater Chicago; Mila Marshall, Sierra Club IL; Dan Schaefer, IFCA; Alec Davis, IERG; Michelle Bloomquist, IDNR; Catie Gregg, Prairie Rivers Network; Jim Lenz; Eliana Brown, Illinois Extension; and Layne Knoche, Illinois Extension.

Summary:

1. Discuss sending letters to state legislators informing them of the 2021 Biennial Report

Trevor provided background on communications to state legislators in 2019. He shared the letter from 2019 and discussed information- that could be included this time such as: new conservation practices, new scenarios, nutrient loads from this reporting period.

Decisions:

- For this year, the subgroup decided to send a hardcopy letter to legislators that lets them know that the 2021 Biennial Report is in the portal and available for reading.
- Subgroup members are invited to send Trevor or Eliana talking points they think should be included in the letter such as: land/facility numbers, outreach numbers, number of feasibility studies done, etc. **Due date is Monday 10/18.** The Steering committee will draft a letter for subgroup review. Goal is to have it finalized by the end of the month.

2. Common Message presentation—suggestions for update

Trevor displayed the Common Message PowerPoint that was developed for the 2019 Biennial Report.

Decisions:

- The basic format of the PowerPoint will remain with updated graphics.
- Extension will update PowerPoint with 2021 report graphics by the end of November. Then, the Steering Committee will review and send to Subgroup for their review. The goal is to have it finalized and uploaded to the Illinois EPA's NLRS website by the beginning of January 2022.

Michael mentioned the NASS survey finding about the lack of NLRS awareness and whether the media coverage of the report was extensive. Lauren offered to have IFB run a media review. Michael also mentioned the importance of including youth education to prepare the next generation. Albert mentioned Nutrient Explorer as a way to do this and Eliana provided a brief update on it. Illinois Indiana Sea Grant is conducting a review by teachers and expect to integrate their comments in 2022. Explorer will be included in the 2023 NLRS Biennial Report.