



LOWER PLATTE SOUTH natural resources district

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Agenda Item #12

Memorandum

Date: December 7, 2022
To: Each Director
From: Adam Sutton, Environmental Educator
Subject: I&E Subcommittee Meeting Minutes

The Information and Education Subcommittee met via Zoom, at 12:00 pm Tuesday, December 6th, 2022. Subcommittee members present were John Yoakum (Chair), Susan Seacrest, Vern Barrett, Lisa Lewis, Ray Stevens, Ken Vogel, and Christine Lamberty. Others present included Paul Zillig, McKenzie Barry, Parker Robinson, and Adam Sutton.

Before the meeting, McKenzie Barry updated the subcommittee about a few I&E related topics. The 2023 NARD Calendars have arrived; LPSNRD's participation in the Walk to Unlock Nebraska (W2UN) program. This includes two newly produced videos featuring Marsh Wren Saline Wetland and MoPac East Trail and development of a MoPac East scavenger hunt that will be used on the W2UN website. Also, the LPSNRD staff has started the process of organizing a Test Your Well Night event in the Denton, Sprague, Martell area of the district.

Chair Yoakum was unavailable at the beginning of the meeting, so Lisa Lewis called the meeting to order at 12:07. Chair Yoakum joined the meeting later. On the agenda was consideration of an agreement with Firespring for traditional broadcast TV and connected TV (CTV) programming for educational announcements.

Robinson explained how the NRD has worked with Firespring for a number of years and has been pleased with the work they do. This year's proposal is similar to the previous contracts with Firespring, with addition of airing the videos on CTV. Robinson then explained CTV and some of the streaming services with commercials it might include. Many people now watch shows on streaming services such as Hulu or Amazon Prime.

Robinson and Barry then shared the 30 second Conservation Coach videos that would be utilized with this contract are the ones that focus on trees, soil conservation/BMPs and NRD recreation areas. These will be scheduled to air between February and mid-May 2023, and will run in tandem with corresponding radio ads, print ads and social media

It was moved by Director Seacrest, seconded by Director Stevens, and unanimously approved to recommend the board of directors approve the television and CTV agreement from Firespring for educational announcements, not to exceed \$25,000, pending review by legal counsel.

There being no further business, the meeting was adjourned by Lisa Lewis at 12:20 pm.