



## LOWER PLATTE SOUTH natural resources district

3125 Portia Street | P.O. Box 83581 • Lincoln, Nebraska 68501-3581 | P: 402.476.2729 • F: 402.476.6454 | www.lpsnrd.org

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### Memorandum

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**Date:** February 8, 2017  
**To:** Each Director  
**From:** Mike Mascoe, McKenzie Barry  
**Subject:** I&E Subcommittee Meeting

The Information and Education Subcommittee met Tuesday, February 7, 2017 at 5:00 PM at the NRD office. Subcommittee members present were Deborah Eagan (Chair), Gary Aldridge, Vern Barrett, Larry Hall, Chelsea Johnson and Milt Schmidt. NRD staff members Paul Zillig, McKenzie Barry, Adam Sutton, and Mike Mascoe were also present.

Chair Eagan called the meeting to order. Barry summarized a request from St. John the Baptist School, in Plattsmouth, for a \$2,000 outdoor classroom grant. The school has 187 students, pre-kindergarten to 8<sup>th</sup> grade. The objective for the outdoor classroom space is to provide a hands-on approach to learning for all ages in which teachers can utilize the area to teach their students across curriculum, learning more about nature and their environment. Subject areas would include Science, English, Literature, Art, Math and Religion. Also the Middle School participates in an annual poetry competition sponsored by the Plattsmouth Garden Club, and this outdoor space would be a great location to provide a hands-on experience to their creative writing! The space will also be available for students to use during recess. The new space will include trees, shrubs, prairie plants, herbs, pollinator plants, a sitting area, bird baths and feeders. The NRD grant would be used for plant materials.

The project will begin in April, and they hope to have it completed by August. Once the project is complete, they plan to have an in-house training for staff on how to utilize the space to meet educational learning objectives. The project has great support with \$2,000 pledged from the School PTO and a portion from a STEM grant. The application does meet grant criteria. **It was moved by Hall, seconded by Schmidt and unanimously approved to recommend the Board of Directors approve the outdoor classroom grant request from St. John the Baptist School, in Plattsmouth, in the amount of \$2,000.**

Next, Mascoe outlined a contract proposal (attached) from the Lincoln Journal Star (LJS) for the printing and distribution of the NRD's "Know Your NRD" newsletter at a total cost of \$48,724.86. The proposed contract is identical to the contract that expires at the end of February 2017. The newsletter is produced three times yearly; in February, June and October; in both printed and electronic forms. It calls for the printing of 144,722 copies of each issue and the inserting of nearly 127,000 of those into the Local Values section that is included in the Wednesday newspaper and

delivered as a stand-alone piece to non-LJS subscribers. The delivery of printed newsletters to four weekly newspapers in the district is also included in the contract.

The contract also includes the distribution of an email by LJS on the day the newsletter is inserted, asking recipients to look for our newsletter in Local Values and also giving them the option to sign up to receive the newsletter electronically from the NRD. The email is sent to more than 60,000 LJS subscribers who have opted to receive such email notifications from LJS. **It was moved by Schmidt, seconded by Hall and approved, with Johnson abstaining, to recommend the Board of Directors approve a contract with the Lincoln Journal Star for the printing and distribution of the NRD newsletter in the amount of \$48,724.86.**

The subcommittee then considered a contract proposal by Firespring to purchase television advertising for a spring campaign in April, May and June and a fall campaign in August, September and October, totaling \$30,210.00. Mascoe explained the spring campaign will utilize local commercial channels 8 and 10/11, with ads airing mostly during news programming. The fall campaign, he said, will utilize networks on the Lincoln cable system, but since fall programming on those networks will not be determined until summer, staff will work with Firespring at that time to detail the fall campaign. Mascoe said the NRD saves 15% to 20% each year on the cost of the television ads by having them placed through Firespring. He also explained \$30,000 is budgeted for television advertising and that the extra \$210 in the contract represents NRD ads that did not run in the fall 2016 campaign. As a result, the NRD has a \$210.00 credit with Firespring and only \$30,000 will be billed from this contract. **It was moved by Schmidt, seconded by Barrett and approved, with Hall voting "no" and Aldridge voting "not voting," to recommend the Board of Directors approve a contract with Firespring for television ads on local broadcast and cable stations in the amount of \$30,210.00.**

The subcommittee was also updated by Barry on the NRD's social media activities and by Mascoe on research being done by Jacht Ad Lab, of UNL, which will report its findings about NRD marketing in March.

There being no further business, Chair Eagan adjourned the meeting at 6:30 PM.

MM/mm