



## 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](http://www.lpsnrd.org)

---

### Memorandum

**Date:** May 3, 2018  
**To:** Each Director  
**From:** Mike Mascoe, Public Information Specialist  
McKenzie Barry, Environmental Education Specialist  
**Subject:** I&E Subcommittee Meeting

The Information and Education Subcommittee met Wednesday, April 18th at 5:45 PM at the NRD office. Subcommittee members present were Deborah Eagan (Chair), Gary Aldridge, Vern Barrett, Chelsea Johnson, Jeremie Kerkman, Milt Schmidt, Dan Steinkruger and Mike DeKalb. Ray Stevens, Paul Zillig, David Potter, McKenzie Barry, Adam Sutton and Mike Mascoe also attended.

Chair Eagan called the meeting to order. Mascoe presented a proposed one-year contract for Lincoln Journal Star advertising. The total commitment under the contract, \$48,724.86, is unchanged from the most recent contract. Mascoe explained the actual cost of these services, though, will likely be more, given changes in newspaper circulation.

**It was moved by DeKalb, seconded by Schmidt and unanimously approved to recommend the Board of Directors approve the Lincoln Journal Star Advertising Agreement for printing and distribution of three issues of LPSNRD's "Know Your NRD" newsletter not to exceed \$51,000.**

Mascoe then reviewed a proposed contract for NRD advertising in the Lincoln Journal Star, including print ads, digital ads and email blasts. This proposal, too, commits the NRD to the same amount as the current contract, \$18,000. Mascoe said the monthly campaigns-based schedule to determine ad topics implemented in 2017 at the suggestion of the subcommittee is working well and there have been favorable comments about the larger-sized ads.

**It was moved by DeKalb, seconded by Steinkruger and approved, with Aldridge voting "no," to recommend the Board of Directors approve the Lincoln Journal Star Advertising Agreement for print advertising, digital advertising and email, not to exceed \$18,000.**

Barry outlined a proposal from Pioneers Park asking the NRD to increase its funding for K-3 nature hikes. Approximately 7,000 students enjoy the 90-minute hikes each school year. The proposal also asks for renewal of a memorandum of understanding.

**It was moved by Steinkruger, seconded by Schmidt and unanimously approved to recommend the Board of Directors approve a rate of \$3.00 per student for Kindergarten through Third Grade hikes at Pioneers Park Nature Center/City of Lincoln, not to exceed \$25,000 per year, and to enter into a memorandum of understanding with Pioneers Park Nature Center/City of Lincoln, pending review of the by legal counsel.**

Barry then presented proposals from Pioneers Park and Spring Creek Prairie for an increase in NRD funding for student participation in the Prairie Immersion Program. Pioneers park also requested renewal of a memorandum of understanding. An amendment to the proposal, decreasing the amount the NRD would pay per student from \$6.50 to \$5.00 failed.

**It was moved by Steinkruger, seconded by Kerkman and unanimously approved to recommend the Board of Directors approve a rate of \$6.50 per student participating in the Prairie Immersion Program at Pioneers Park/City of Lincoln and Spring Creek Prairie and enter into a memorandum of understanding with Pioneers Park Nature Center/City of Lincoln, pending review by legal counsel.**

There being no further business, Chair Eagan adjourned the meeting at 6:45pm.

MM/mm