



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

Memorandum

Date: May 4, 2017
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, May 3, 2017 at 5:30 PM at the NRD office. Subcommittee members present were Deborah Eagan (Chair), Gary Aldridge, Vern Barrett, Greg Osborn, Milt Schmidt, and Ray Stevens. Others present were directors Don Jacobson and Bruce Johnson, along with Paul Zillig, David Potter, McKenzie Barry, Adam Sutton and Mike Mascoe of the NRD staff.

Chair Eagan called the meeting to order. The only agenda item was a staff proposal for the subcommittee's recommendation for the FY 2018 and FY 2019-2022 Long Range Implementation Plan. Staff reviewed the subcommittee program areas, the Master Plan Visions, Desired Outcomes and Objectives and answered questions concerning FY 2017 accomplishments distributed prior to the meeting.

Staff then reviewed the draft FY 2018 actions, expenditures, status codes and priorities for each of the program areas. It was moved by Osborn, seconded by Stevens and unanimously approved to **submit the proposed FY 2018 and FY 2019-2022 actions and expenditures to the Finance and Planning Subcommittee for inclusion in the first draft of the NRD Budget and Long Range Implementation Plan.**

The subcommittee also recognized a need to meet again in the near future to discuss recent research by Jacht Ad Lab, of UNL, concerning NRD advertising strategies and the future direction of NRD promotions. Staff agreed to set up a meeting in June, prior to the June Board of Directors meeting.

There being no further business, Chair Eagan adjourned the meeting at 7:00 PM.

MM/mm