




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: September 18, 2019
To: Each Director
From: Paul D. Zillig, General Manager 
Subject: Information & Education Subcommittee Meeting Minutes

The Information & Education Subcommittee met in the NRD Office at 6:00 p.m. on Tuesday, September 17, 2019. Subcommittee members present included Greg Osborn, Tom Green, Ray Stevens, Gary Aldridge, Vern Barrett, and Luke Peterson. Others present included Mike Mascoe and myself.

Chair Osborn opened the meeting and asked Mascoe to report on the two proposals we received to air NRD information on local radio stations. Mascoe reported that he received proposals from both Alpha Media and NRG Media. Mascoe referred to the September 12th Memo to the Board explaining the request and proposals received. Mascoe handed out a one page summary sheet on the two proposals (Alpha Media - \$14,760 and NRG Media - \$13,150).

The subcommittee discussed the proposals, the topics of this media campaign includes tree planting, stormwater awareness, water quality, go outside, water conservation, general NRD information, and conservation coach. The Subcommittee also discussed other advertising options and ideas.

It was moved by Stevens, seconded by Green, and approved by the Subcommittee, on a vote of 5- "yes" and 1- "no" (Aldridge), to **recommend the Board of Directors approve the radio advertising agreements with Alpha Media for \$14,760 and NRG Media for \$13,150 for advertising from October 1, 2019 thru September 30, 2020, at a cost not to exceed \$27,910, pending legal counsel review.**

There being no further business the meeting adjourned at 6:35 pm.

PDZ/pz

Encl. 1

cc: Steve Seglin & Corey Wasserburger

*The Lower Platte South Natural Resources District shall manage the land
and the water resources of the district for the common good of all people*

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