

NC Source Water Collaborative March 26, 2013 Meeting Summary

Attendees

Jay Frick, DWR	Rebecca Sadosky, DWR	Gale Johnson, DWR
Julie Ventaloro, DWQ	Sean McGuire, DWR	Scott King, EEP
Elizabeth Jernigan, PTRC	Julie Elmore, NRCS	Lisa Corbitt, Mecklenburg Co HD
Holly Denham, DWR	Brooke Massa, WRC	Mike Schlegel, TJCOG
Christy Perrin, NCSU	Phil Trew, HCCOG	Rick Seekins, KT COG
Erica Anderson, Land of Sky COG		Keith Starner, NCRWA

The meeting was called to order a few minutes after 10 AM and began with welcoming comments and introductions. There were several new participants attending the meeting (Scott King (EEP), Elizabeth Jernigan (Piedmont Triad Regional Council), and Brooke Massa (NC Wildlife Commission)).

Jay provided a brief summary of the activities for both the awards team and the education team. The summary came directly from the February meeting minutes for the two teams.

Jay informed the group that he had been invited by EPA headquarters to speak at the National Source Water Collaborative meeting on the progress of the NC SW Collaborative. The presentation will be April 22 in Washington, DC. EPA has interest in NC's efforts because the concept of a collaborative to protect drinking water may be transferrable to other states. Discussion was positive and members were supportive of the idea to ask EPA for funding for our group's activities.

Tagline/Slogan Development

Rebecca gave a brief presentation including the key properties of an effective slogan. Group participated in a three part exercise to develop potential taglines providing the following information.

Part 1 – Adjectives that describe the NC SWC

Dedicated	Voluntary	Diverse	Proactive
New	Growing	Professional	Connecting
Learning/Interactive			

Part 2 – Benefits of the NC SWC

Communication	Many minds & groups	Protect water
Collaborative	Clean water	Environmental education
Solutions oriented	Focus on Multiple Sources (SW – GW)	
Benefits everyone	Economic benefits/cost savings	

Part 3 – Potential taglines/slogans (# of votes)

Protect it to drink it
Connect to protect DW (3)
Connecting to protect your water (11)

Source to spigot (4)
Let's protect DW for all (1)
Tap into (clean DW) (4) your water source (2)
Working together to protect your water (7)
Priming the pump for protection
Making the link to what you drink (4) Protecting the link to what you drink (7)
Make the link before you drink
May the source be with you (1)
The power of DW
Strong for Source Water
You are what you drink (1)
SW think before you drink (1)

Rebecca will send an email to the entire group that will include all slogans that received votes and request any additional suggestions. This will provide a chance for individuals who were unable to attend the meeting to participate. Following the suggestion period, Rebecca will set up a poll with all of the proposed slogans and ask for everyone to vote on their favorite(s).

Logo Development

Jay gave a brief presentation to demonstrate the elements of an effective logo. The material was emphasized with a handout which reiterated the following points. A logo should be: (i) simple and easily recognizable, (ii) memorable, (iii) timeless, (iv) versatile (especially regarding size adjustments), and (v) appropriate.

Following the presentation the group split into two-person teams to brainstorm imagery for a logo. The purpose of this exercise was to identify potential visual themes that were common to the members. The teams seemed to enjoy this activity. After approximately 20 minutes, each team was asked to explain their imagery to the rest of the group. Common themes included: the state of NC, a water drop, hands, a glass/cup, a spigot, and some way to represent both groundwater and surface water.

All the ideas were summarized and Jay informed the group that creative services would be asked to design a professional logo based on the ideas.

Meeting Adjournment/Team Breakouts

The group broke out into the two project teams for the remainder of the meeting. The education team was facilitated by Jay and Rebecca facilitated the awards team. Notes for the breakout session were compiled and are separate from this summary.

The breakout teams came back together to see a 30-second video created by NC Rural Water Association. The video emphasized drinking water protection in NC and was nicely done. The meeting was concluded at 1:00 pm.