

LNMC Education Committee Notes 1/6/2021

Attendees

Dave Scott	Robby Maschhaupt	Becky Fox
Steve Riggan	Matt Figaro	Jarid Church
Lou Schwartz	Morris Sample	John Gerke
Joe Kluttz	Chris Bischoff (WSIA)	Jeff Weir

Dave Scott began the meeting by going through the task list that was sent out to everyone.

Chris Bischoff – General comments on the offer of assistance from the WSIA

- Law Enforcement – Figaro and Church
 - No update on boating incident statistics
 - Can help with social media
 - Include committee initiatives with the local press on law enforcement media days
- Becky Fox
 - Need a consistent perspective on our message
 - Determine best type of delivery method
 - Should LNMC set up accounts on Instagram, Facebook, TicTok, etc to deliver message or us other accounts
 - Use catch phrases
 - Respect the Lake
 - Would your Mom do it
 - Becky will lead a small focus group to design the core campaign. Will have names in couple weeks
 - Use 4-5 messages on key time periods
 - Major holidays
 - Safe Boating Week (May 22-28)
 - Lake Safety day sponsored by law enforcement

- Dave Scott reported that he and Michael Lindsey met with the Adams outdoor group to discuss use of Billboards.
 - While Adams would have to charge \$10,000 a month for the use of up to nine billboard, they would provide their graphic designers to help design the message
- Dave Scott reported that Bill Young along with Jeff Weir has committed to talking to “Tier 1” boat dealers by Feb 15th regarding the safety message they provide purchasers and the training they do.
- Jeff Weir indicated that they are beginning a new training program including an on-line version that could be used for private boat rentals such as VRBO and Lakecation rentals
- Steve Riggan and Lou Schwartz talked about adding a section to the boat safety classes their organizations provide to include specific points about Lake Norman
- Robby Maschhaupt reiterated the offer to provide material from the WSIA
 - They have new larger signs that could be used at public access areas
- Becky Fox indicated that the thought from prior meetings about getting into schools to do exposure and training about lake safety is probably unrealistic at this point.
- Joe Kluttz indicated that Duke Energy will provide help with the committee efforts but that a billing insert, as discussed at prior meetings is not a viable option
- Public Service Announcements
 - WBT has a Carolina Camera group that features various efforts around the state – Is that something the committee could consider
 - Matt Figaro will get Dave the name of the PR person for the Police Dept to help in designing PSAs
- Still need to find out how to talk to fishing tournament groups about getting their involvement
- There is a Jet Skier group similar to the WSIA that the committee needs to talk to about assistance
- Next meeting will be Feb 16th at 7PM