

## Great Lakes Environmental Festival (GLEF) July 18, 2022 Meeting Minutes

July 18, 2022, 6:30pm

In attendance via Zoom were:

Stephanie Baiyasi	<a href="mailto:stephaniebaiyasi@yahoo.com">stephaniebaiyasi@yahoo.com</a>	989-450-6110
Ziggy Kozicki	<a href="mailto:zigpsych@sbcglobal.net">zigpsych@sbcglobal.net</a>	989-450-1451
Shirley Madden	<a href="mailto:gspmadden@gmail.com">gspmadden@gmail.com</a>	313-478-5347
Gary Madden	<a href="mailto:genie42br@gmail.com">genie42br@gmail.com</a>	313-478-6250
John Helge	<a href="mailto:Johnmhelge@gmail.com">Johnmhelge@gmail.com</a>	616-915-2403
Judy Cunningham	<a href="mailto:jpc4466@gmail.com">jpc4466@gmail.com</a>	231-794-0005

Excused:

Emily McGaffigan	<a href="mailto:eemcgaffigan@gmail.com">eemcgaffigan@gmail.com</a>	231-655-1742
Lee Trucks	<a href="mailto:ltrucks@jackpine.com">ltrucks@jackpine.com</a>	
Peggy Raddatz	<a href="mailto:peg.raddatz@gmail.com">peg.raddatz@gmail.com</a>	

Shirley Madden motioned to approve June 20, 2022, meeting minutes, Gary Madden seconded.

### Bylaws

- Gary is OK with the By-Laws that were sent (OK to start with). John Helge agreed with Gary and will discuss via e-mail to group (committee officers? Changes may be submitted in future.
- Ziggy motions to tentatively approve By-Laws and review within 90 days. John Helge tentatively accepted as written for 90 days and amend as necessary. Zig seconded. John Helge stated we should use the next 90 days to amend the By-Laws, as necessary.

### Discussion and Strategy for the Great Lakes Environmental Festival (GLEF) 2023

- Gary Madden stated we need to define the events to move forward: 5K Race, Films, etc.
  1. The science teacher in Onekama is having students do a tree reforestation project. Gary asked him to do a film on the project and the teacher agreed. Hopefully will get student produced film on forestry.
  2. Gary spoke with Dave Wallace, the Chairperson of the Conservation District. Conservation District Council will support GLEF.
  3. Suggestion to have an Exhibit Area – Booth rental –People in Environmental Business.
    - i. Alan O'Shea (solar panel?)
    - ii. Ed Kriskowitz
  4. Where can we have the Exhibit Area?
    - i. Armory (good space and close, but may be used for community children)
    - ii. Senior Center (has space, this may be better?)

- iii. Manistee hotels may have openings. Need to explore.
  - iv. Note: Onekama street sale and conservation district had table and would be interested to share info. Gary will check on cost for venues and what to charge exhibitors.
5. Potential Participants and Presenters (booth display): No charge because they are 501(C)3 or government organizations.
- i. Little River Band of Ottawa Indians (231) 723-8299
  - ii. Manistee Conservation District (231) 889-9666
  - iii. EGLE (State of Michigan) 800-662-9278
  - iv. Manistee National Forest 1 (231) 775-2421
  - v. U.S. Coast Guard Manistee (231) 723-7412
  - vi. Area school districts (Manistee, Onekama, Bear Lake, Brethren, Cadillac, Ludington, etc.)
  - vii. West Shore Community College
  - viii. Michigan State University
  - ix. Northern Michigan University
  - x. Central Michigan University
  - xi. Ferris State University
  - xii. Michigan Tech University
  - xiii. World Wide Fund for Nature
  - xiv. Lone Tree Council
  - xv. Sierra Club
  - xvi. Wildlife Confederation
6. Contact Vogue? (231) 508-8005  
Date for movie showing needs to be identified. Potential time Saturday April 23, Morning 9 am to 1 pm?
7. John Helge suggested:
8. Having Distinguished Lecturers (possibly 4), To be held at West Shore Community College Downtown Manistee. Friday April 22 and Saturday April 23.
- i. From Michigan Tech (John has connection)
  - ii. Groundwork's Climate and Environment Program (231) 941-6584
  - iii. Sierra Club
  - iv. Michigan State University
  - v. EGLE about Great Lakes Resources 800-662-9278
  - vi. Environmental Working Group (EWG) 202-667-6982
9. Videotape the 2023 conference to put on our webpage
10. John will get a hold of regional groups.
11. Gary on Parks and Rec and will speak to person Sat @ Traverse City (TC) about GLEF; water group at TC. John will talk to everyone else (Gary at conservancy group)

12. Ziggy will contact Joan Rose at MSU about lecturing/presenting.
13. John mentioned MDP rural caucus and the MDP environmental caucus as providing promotion and a presenter.
14. Ziggy Kozicki (or John Helge) suggested that Emily McGaffigan could have students as Ambassadors. Ziggy will contact Emily to see about use of WSCC Manistee Campus downtown and will contact WSCC Manistee Campus Faculty to do service learning as part of class
  - a. This could be a Service Learning Project
15. John Helge suggested we need to decide how long the student film should be; Do we expand outside of Manistee county? Brethren school district is asking for details. Current plan: Short Film 10 minutes or less. Public Service Announcement 60 seconds. Topic: about the Great Lakes Watershed. Consider Ludington and Cadillac School District.
16. Manistee Catholic Central is involved in a sturgeon planting with the Little River Band of Ottawa Indians. Potential to create video.
17. Gary asked about screening process for films. We need submission dates for the film, a date to release the info about the project and judging criteria. Stephanie will send the info about judging the film to the group to review.
18. Potential Judges: Lee Trucks's son is a film producer and there are others (Ric Plummer) who can also help with Movie Workshop, and screening and/or judging films. Faculty at West Shore Community College is also a possibility.
19. Need to get info out to teachers second week of September after students are back to class and follow-up with them every couple of weeks to see who is interested, etc.
20. It was suggested that February 15, would be the date for all submissions. Suggested to submit by Thanksgiving 11.27.22 and maybe need second call for films by Feb. 15? John pointed out that a Feb 15 hard date gives time to judge. Gary asked about the Feb 15 schedule? Printing/publication issues to be considered. Ziggy - We pointed out that we need to approach Stake Holders those at 4-22-22 event were 1<sup>st</sup> stakeholders and we need to contact to be sustaining members (PCA, Morton, Nalco) and Chamber, Chamber of Commerce and West Shore Community College. Invite a media representative to be a sutaining member such as TV9-10.
21. John Helge will contact the stakeholders (PCA, Morton, Nalco) and will ask how they want to participate in 2023 and further engage as sponsor sustaining members.
22. We can have Sponsors Levels (have products on demo to show in exhibit hall). Possible level below:

Level	Contribution	Benefit and Promotional Opportunity	Commitment

Diamond	\$2500	Movie Series and Lecture Series Sponsor, Present Movie Awards, Honored at Environmental Dinner, Logo on T-Shirts etc., Display at Environmental Expo	2 years
Gold	\$1500	Lecture Series Sponsor, Honored at Environmental Dinner, Logo on T-Shirts etc., Display at Environmental Expo	2 years
Silver	\$1000	5k run Sponsor, Beach Clean Up Sponsor, Honored at Environmental Dinner, Logo on T-Shirts etc., Display at Environmental Expo	1 year
Bronze	\$500	Honored at Environmental Dinner, Display at Environmental Expo	1 Year

Exhibit Hall

COST to EXHIBIT? \$500 product and or services at GLEF. Government organizations and 501c3 exhibit at no cost.

Award Dinner

Shirley Madden suggested having a dinner on Saturday evening as a way of wrapping up the event. We would have a keynote speaker at the dinner. It was suggested that the dinner be held at the Bluefish or at the Senior Center.

-Present Awards: (Movie 1,2,3, Environmental Steward Award, Environmental Citizen Activist Award, Student Project Award etc. Give awards to people who have done something for the environment.

Potential Schedule

FRIDAY, APRIL 21, 2023

Show top five films in each category at 5pm at Vogue.  
Keynote lecture at 7PM at (West Shore Community College) This is also a live stream event.  
Exhibit Hall

SATURDAY, APRIL 22, 2023

5K run at 9:00 am (Start at WSCC Manistee Campus and finish at WSCC Manistee Campus).  
10:00 am post-race awards to runners at WSCC Manistee Campus  
Show winning films 10:30 am at Vogue  
Lectures series at Exhibit Hall or WSCC Manistee Campus 1:00 to 3:00 PM.  
Live stream presentations. Exhibit Hall open 10 am to 4 pm  
Awards Dinner at 6 pm (Sell tickets for the dinner)

SUNDAY, APRIL 23, 2023

John Helge suggested attending an event at his church (UCC), because they are having an environmental program and earth day service.

Judy Cunningham said she will check to make sure everything we do with this Environmental Festival is environmentally sound. It was suggested that Mara Davidson help her with this activity.

Next meeting for GLEF is Monday, August 15<sup>th</sup> at 6:30.

**Submitted,**

Shirley Madden and Stephanie Baiyasi with edit from Ziggy Kozicki