

Brainstorming Session:

Based on the Symposium 2000 responses, attendees believe that a media campaign highlighting the positive aspects of the River is needed. Numerous agencies, committees and organization are working to make the River a better place. However, if citizens do not see or understand this effort, their perception remains unchanged. Please discuss the following questions and list your discussion group's ideas.

Results were compiled from four groups at the February 16, 2006 Joint Arkansas River Technical and Advisory Committees Meeting.

1. What would make **YOU** believe that our river is clean?
 - a. Short term
 - See through it, people using it, swimming hole, get rid of dams so river flows and self-cleans
 - Increased recreational use – more people on the river
 - Saw people on and around River – doing something (fishing or boating)
 - Visual – clarity and flow, removal of bulky trash (shopping carts, pipes)
 - b. Long term
 - Diverse biological community – promote displays on the river
 - Adoption of parts of the river by sponsors or parties, continue trends showing improvement
 - Accurate media interpretation of river water quality

2. What can our **COMMITTEES** do to improve the public perception of our watershed?
 - a. Short term
 - Let the community show or experience the beauty of the river (canoe trips, etc) outside the city (like Channel 7)
 - Identify water bodies, displays demonstrating improvements
 - Invite a reporter to DO some of the work and SEE the stuff that is being done. Ask MAPC to allow a presentation on watershed protection
 - Communicate river positives during river fest/ promote river activities
 - b. Long term
 - Get rid of dams or open dams during high flows. Perception change that a natural Kansas stream is just as pretty as a mountain stream
 - Dedicated funding source
 - More aggressive public education i.e. required school classes, developers, politicians, and planners MUST be certified to develop environmentally sustainable practices
 - Encourage businesses (WaterWalk) for participatory activities – restaurants, docks, access points/develop whitewater activities