

# PRESS RELEASE

north of what you expect™



## FOR IMMEDIATE RELEASE ##

## New North partners with Wisconsin DNR in effort to enhance environment

*Community Advisory Committee offers opportunity for citizens to impact Great Lakes policies, programs*

NEW NORTH, July 17, 2024 – New North Inc., the regional economic development corporation for the 18 counties of Northeast Wisconsin, has joined a collaborative effort to enhance the environmental quality and community involvement within the Green Bay Watershed. In partnership with the Wisconsin Department of Natural Resources (DNR) Office of Great Waters and a grant from the Fund for Lake Michigan, a Community Advisory Committee (CAC) is being formed to be the community’s voice in identifying and acting on the Watershed’s environmental opportunities for two key initiatives: the Lower Green Bay and Fox River Area of Concern, and the Green Bay Conservation Blueprint.

The CAC, which is modeled on the [Waterway Restoration Partnership](#) in Milwaukee, provides a structured platform for individual citizens to share their opinions and perspectives on environmental restoration efforts for the targeted initiatives and the impact of policies and programs on residents and workers within the Watershed.

“We appreciate the chance to be involved with this initiative, which will measurably impact the environmental quality of our region,” says Juan Corpus, New North vice president of diversity, equity and inclusion, who is working with the DNR Office of Great Waters. “We are looking for community members to join us in positively influencing the environment of the New North.”

Those interested in being a part of the CAC can apply at <https://bit.ly/NewNorthEnvironmentalCACApplication>. CAC members will be paid for their service to the committee.

An information session on the CAC – its objectives, the application process and how community members can get involved – is being held from 10-11:30 a.m. on July 31 at Northeast Wisconsin Technical College, Room BT 325. Registration for the event is available at <https://bit.ly/EnvironmentalCACInfoSession>.

Objectives of the CAC include:

- The opportunity for community members to express their views on environmental initiatives in an organized manner
- The ability to influence decision-making processes and policy development for the targeted initiatives
- Fostering a collaborative setting for the discussion of the impact of environmental programs and policies on the local community

“We are pleased to join New North in providing this opportunity for the regional community to have a voice in matters that affect environmental quality,” says Brie Kupsy, Green Bay program coordinator within the Division of Environmental Management-Office of Great Waters of the Wisconsin DNR. “We encourage anyone interested in the goals of the Community Advisory Committee or becoming a paid member of the committee to join us at the information session later this month.”

Those seeking additional information can contact Corpus at [juan.corpus@thenewnorth.com](mailto:juan.corpus@thenewnorth.com).

###

New North, Inc., is a 501(c)3 non-profit, regional economic development corporation fostering collaboration among private and public sector leaders throughout the 18 counties of Northeast Wisconsin, known as the New North region. The New North brand unites the region both internally and externally around talent development, brand promotion and business development, signifying the collective economic power behind the 18 counties. The counties include Brown, Calumet, Door, Florence, Fond du Lac, Green Lake, Kewaunee, Manitowoc, Marinette, Marquette, Menominee, Oconto, Outagamie, Shawano, Sheboygan, Waupaca, Waushara and Winnebago. [www.thenewnorth.com](http://www.thenewnorth.com)

**Media Contact:** Jeff Blumb, [media@blumbcc.com](mailto:media@blumbcc.com) or 920.328.5454