



WEST METRO WATER ALLIANCE

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Item 8E.
BCWMC 10-17-13

MINUTES

September 10, 2013

A meeting of the West Metro Water Alliance (WMWA) was called to order by Diane Spector at 8:35 a.m., Tuesday, September 10, 2013, at Plymouth City Hall, 3400 Plymouth Boulevard, Plymouth, MN.

Present were: Laura Jester, Bassett Creek WMC; Doug Baines, Elm Creek WMC; Allan Hartkopf and Shelley Marsh, Shingle Creek WMC; Mollie Thompson, Minnehaha Creek WD; Ben Scharenbroich, Plymouth; Ted Hoshal, Medicine Lake; Mary Anderson and Jenny Schaust, Educators; Joan Nephew, Freshwater Society (FWS); Denis Hahn, Three Rivers Park District (TRPD); Diane Spector, Wenck Associates; and Judie Anderson and Amy LeMieux, JASS.

1. Motion by Baines, second by Marsh to approve the **Minutes*** of the June 11, 2013 meeting. *Motion carried.*

2. **Watershed PREP.**

a. **Fourth Grade Initiative.** Three schools are confirmed with scheduled dates and two additional schools are interested in fall Watershed PREP classes. The Educators are working to re-connect or make first time connections with school district curriculum coordinators, since some have changed over the summer. There is a new Vice Principal at Noble Academy.

Based on the feedback from the surveys the Educators have made minor changes to the PowerPoint presentations to more closely match the objectives of the classes. They have also incorporated the Storm Drain Goalie into the presentation.

The Educators are working to include more schools in the Bassett Creek watershed. Currently only two schools are interested in the program, and one school is specifically interested in having the Educators present in the spring.

They will remind teachers that the Shingle Creek/West Mississippi and Elm Creek water quality education grants are available to educators to attend programs/workshops related to water quality education.

The Educators will make a short presentation on Watershed PREP at WaterShed Partners in January or February.

The Pioneer-Sarah Creek Citizens Advisory Committee was very excited to hear about the program and may push for future funding to re-join WMWA.

Nephew noted that the Jeffers Foundation for Education in the Environment might be a source of additional funding for expanding the program. Nephew will share information with them regarding Watershed PREP to see if there's leverage between the organizations.

The Educators updated the Watershed PREP brochure* and added some photos. The brochure is sent to school principals prior to the Educators making cold calls.

b. **Public Outreach.** City of New Hope Days is September 28. Schaust will attend with the WMWA banner, materials and the Enviroscape borrowed from Plymouth.

Ideas regarding adult education development are welcome. The new MS4 permit requires cities to provide specific adult education relating to TMDLs. Are member cities looking for additional education materials or actions that Watershed PREP can undertake specific to TMDLs? Maybe create a series of short articles for city newsletters and websites.

Anderson requested member assistance in finalizing the book list because Sally Strand is unable to continue this project. The list would be given to teachers as an additional resource. Education grants may be given to establish a school library of these books. Anderson will send the list to all members for review.

*in meeting packet

BASSETT CREEK: Crystal • Golden Valley • Medicine Lake • Minneapolis • Minnetonka • New Hope • Plymouth • Robbinsdale • St. Louis Park
ELM CREEK: Champlin • Corcoran • Dayton • Maple Grove • Medina • Plymouth • Rogers
SHINGLE CREEK: Brooklyn Center • Brooklyn Park • Crystal • Maple Grove • Minneapolis • New Hope • Osseo • Plymouth • Robbinsdale
WEST MISSISSIPPI: Brooklyn Center • Brooklyn Park • Champlin • Maple Grove • Osseo

Nephew noted that there is some adult education material on the FWS website, including information on groundwater.

c. **10 Things brochure.** Staff will remind Cities that the *10 Things* brochures are available. The rear panel of the brochure needs to be updated with current members. The message of the brochure does not need to be updated. Staff has approximately 1000 brochures on hand. [They are now all gone.] Because the Educators provide these brochures to every student in their classes, they are going through the brochures fairly quickly. TRPD and FWS may want to add their organizations to the brochures. Nephew noted that something about groundwater might be included in the plants/infiltration section.

JASS will contact Hennepin County to obtain the digital file. Thompson volunteered that she has InDesign and would be able to update the brochure. She could make it a little flashier and change the front picture. The Rain Down the Drain picture is too purple, can it be changed? Can small pictures be added to items 6-10 like they are in 1-5?

WMWA may be able to link organization and education resources online as a resource for the cities. Hoshal noted a big water resources booklet that was received from Metropolitan Council with all the brochures and materials available to see if any of the information is pertinent.

Thompson and the Educators will review education objectives to create a bookmark to leave with students to encourage practices.

3. Marketing Plan for 2013-2014 Activities.

a. **Coaster Concept.** Nephew spoke with Excelsior Brewing and they are excited about the project and will talk to their coaster vendor. Excelsior usually does runs of 5,000 coasters at a time and provides one sleeve at each drop. They do not reach the entire WMWA area, but focus mainly around Lake Minnetonka. The owner stated that if WMWA provided the message, his in-house designer would create the design for one side of the coaster. Excelsior Brewing would also like to promote the effort on Facebook. Because a lot of their area is MCWD, do we want to use their messaging format and/or look? There should be different messages for different seasons. I.e., leaf pickup in the fall, salt use in the winter, natives or impregnated paper for spring. It was pointed out that impregnated paper coasters may not work since many establishments prefer to re-use their coasters. Impregnated paper is too costly and not a good idea for fall.

A QR code had been discussed, but where would the QR code take the person? The County is not providing full support for a WMWA website. Should WMWA take over its website and newsletter? Staff will obtain costs to create and host a website specifically for WMWA.

Once the pilot is launched with Excelsior, it may be a good way to increase interest for other organizations to participate. Thompson, Spector, Hoshal and Scharenbroich will make up the subcommittee to work on messages and graphics for this project.

When the project is ready to roll out, Mary Anderson will meet with the Sun Sailor and Lakeshore Weekly News to drum up some PR for the campaign.

4. **E-Newsletter – Water Links.** There was no newsletter sent out in May or June, though Reckinger was provided with articles. Spector will speak to Joel Settles regarding the County's support of WMWA. The County may not have the resources to provide the support that has been given in the past. A list of monthly themes will be developed for the coming year.

5. **Other Business.** Hoshal noted that due to a contentious issue with the City of Medicine Lake and the Bassett Creek Commission, he has been asked to resign his position on the Commission and will no longer attend WMWA meetings as BCWMO's representative.

6. Announcements.

FWS has invited Duane Chapman, **an Asian Carp expert**, to speak on October 8 at the St. Paul U of M Campus Student Center Theater. More information can be found on the FWS website.

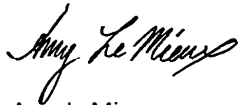
The **Master Water Stewards** program is progressing well. There are 21 stewards in the pilot program. The stewards are now in the phase of implementing projects and social outreach programs. A Green Corps member from Met Council is working with stewards on implementation. A Hennepin County Green Partners Grant was obtained for in-ground projects. Macalester College has been involved to evaluate the projects as part of their curriculum. The recruiting for the second cohort will begin shortly in the Minneapolis, St. Louis Park and Hopkins area (middle Minnehaha Creek). An article about the program will be coming out in *Minnetonka Magazine*. The first cohort program was at no charge. The second cohort will include a nominal fee.

The Bassett Creek Commission is beginning to develop a **watershed map**. The Commission will likely receive a proposal from Hoshal's company for the layout and design. They are currently brainstorming the design and messages for the map. The map may be a linking opportunity for the WMWA website/logo.

The **next WMWA meeting** is scheduled for October 8, 2013 at 8:30 a.m. at Plymouth City Hall. There will be updates on Watershed PREP, the newsletter and website, and from the subcommittee regarding Excelsior Brewing. Updates to the *10 Things* brochure are requested prior to this meeting.

7. Adjournment. There being no further business the meeting was adjourned at 10:06 a.m.

Respectfully submitted,



Amy LeMieux
Recording Secretary

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