



WATERSHED
PARTNERS

WaterShedPartners Meeting Minutes 5-12-10

Attendees:

Corrie Zoll, Metro Blooms
April Rust, DNR
Lyndon Torstenson, National Park Service
Lark Weller, National Park Service
Angie Hong, Washington Cons. Dist.
Carrie Mack, RWMWD
Chandi McCracken, MCWD
Jen Dullum, Farmington

Tracy Fredin, Hamline University
Erica Sniegowski, MWMO
Lane Christianson, City of Minneapolis
Jenny Winkleman, MWMO
Allison Plute, City of Rochester
Annie Levinson-Falk, Citizens League
Trevor Russell, FMR
Jana Larson, Hamline University
Anne Weber, City of St. Paul
Eli Condon, Minnesota Waters

Member Updates:

St. Croix River Association are coordinating a St. Croix Awareness week. July 17 - 25. Probably a NEMO boat trip. St. Croix garden tour feature rain gardens.

Metro Blooms Annual Blooms day event on Sat at Kenny School in So. Mpls. Workshops, garden awards, and plant sale with pre-selected plant flats.

5,000th person to sign up for workshops will receive a rain garden installation.

MNRRRA: Water Resources Center has developed a water watch guide with information about how food, clothing and product choices affect water.

Journey to the Falls is open, a field trip for grades 4 - 6, for fall 2010.

City of Rochester just completed another "A litter bit better" program. 3,500 people collected trash. People have found less trash. Up for several awards. Opening a new center this fall: Cascade Meadow Science and Wetlands center.

Minneapolis Catch Basin stenciling program is going gangbusters. Very successful.

CGEE is partnering with Mobile Bay National Estuary Program to develop an educational module on nutrients for their kiosks. CGEE will probably working to tell the oil spill story as well. Just finished module for McKnight that tells the story of the upper river and is available for anybody to use on their website. Will be posted for people to review.

MCWD annual cleanup Sunday July 11. Partnering with Leinenkugels again. Breakfast, lunch and beer for 21+.

Steering Committee Updates

Boat trip coming up for our June meeting, June 9, 8:30 - 11:30. This year we will be on the Minneapolis Queen, leaving from Boom Island. WaterShed Partners are invited to bring family, friends and colleagues on the trip. It's a potluck for WaterShed Partners. We don't ask additional guests to bring anything. An invitation will go out soon. Presenters will be Karen Colby, naturalist in 3-rivers park district, Irene Jones from FMR will present on above the falls planning process, Kate Knuth or another legislator will present as well.

LCCMR Grant proposal has been submitted to develop a statewide water education message. Grant request includes funding to develop a new state fair exhibit. It's online at LCCMR website. If they get more than three votes by legislators for it, there will be hearings. We will be submitting a 319 grant for the same thing.

Metro Media Campaign Activities:

Twins baseball game ads are running April 30 - May 31st, one ad per game

12 billboards are up for the month of May - look for billboards in your area

Saints baseball TV spots during each Saints broadcast, May 13 - August 25

Channel 45 TV spots will run May 3 - June 6. 65 spots are scheduled to run. An additional 25-30 no charge spots that will run thru August.

MPR gateway ads will run in June for people streaming news on their computer

We have raised around \$30,000 so far this year, which covers our activities thus far but doesn't we'll need to raise extra funds for our fall campaign.

Next media campaign media will be held June 15, 3 pm. Please attend - we will be talking about developing a social marketing

Featured presentation: The Nature of Water (DVD) - Jenny Winkelman

Presentation: "The Nature of Water" - a customized educational tool for increasing environmental literacy and stewardship in the Southeast Asian community in Minnesota

In April 2008, Jenny Winkelman and Fong Heu shared with WaterShed Partners the findings of a study and resulting Water Education Plan for working with the Hmong community, one of many diverse and hard-to-reach communities in Minneapolis and the MWMO. *The Nature of Water*—a DVD in Hmong, Lao, Viet, Khmer and English with subtitles in Hmong and English—will be shown. The DVD was created to reach the Southeast Asian community, which still embraces an oral culture. A brief overview of key findings and update on progress implementing the Water Education Plan will also be discussed.

The MWMO and City of Minneapolis continue their partnership duplicating the DVD for wide distribution. Those interested in receiving copies, may sign up at this meeting or contact Jenny directly at jwinkelman@mwmo.org. If you are interested in multiple copies, please indicate whether or not you can contribute to the actual costs of duplicating the DVD.

Since 2005 Jenny Winkelman has been bringing science and people together at the Mississippi Watershed Management Organization (MWMO) where she is the Education and Outreach Manager. Her background spans work (and life) as a naturalist, limnologist and plant ecologist on two continents. Jenny has worked in natural resource management, monitoring, research and restoration for the Department of Natural Resources of both Wisconsin and Minnesota. After 15 years she is even more infatuated with everything related to the Mississippi River than when she first moved to Minnesota to work on the river.

For more information about the WaterShed Partners, contact Jana Larson at 651-523-2812 or jl Larson25@hamline.edu