



WATERSHED
PARTNERS

WaterShedPartners Meeting Minutes 12-8-10

Attendees:

Michael Keenan, Metro Blooms
Lyndon Torstenson, National Park
Service
Chandi McCracken, MCWD
Jen Dullum, Farmington
Jana Larson, Hamline University
Tracy Fredin, Hamline University
Carrie Mack, RWMWD

Trevor Russell, FMR
Elizabeth Beckman, Cap Region WD
Randy Thoreson, NPS
Erica Sniegowski, MWMO
Anne Weber, St. Paul
Ranee Edmundson, Eco-Education
Christopher Kohn, Display Arts
Kathleen McCarthy, Cap. Region WD
Angie Hong, East Metro

Member Updates:

- The Nature of Water DVD from MWMO is available. Copies were distributed at meeting. Partnership of MWMO and City of Minneapolis. In five languages.
- MWMO has also developed a video on snow and ice control in small areas. Will soon be available under Salt Education Page on the PCA website.
- CGEE is moving forward on River Institutes - St. Croix River for 50 at end of June and Mississippi River for 50 people at the end of July. Cara Rieckenberg will likely lead the institutes this year.
- Dick Brooks has offered to present to us. He did series of focus groups in the Chesapeake Bay to study water messaging strategies. FMR and Freshwater Society just replicated that research in Minnesota in a focus group of 40 people. 1 person knew they lived in a Watershed, nobody knows what stormwater run-off is, don't know where water goes when it rains.
- Randy Thoreson wants to continue the conversation about how to "cast our net wider" for membership. Maybe have an association/affiliate group.
- Eco-Education is in the middle of an 8-year growth strategy. Youth Advisory Board. New Website. Please find and follow them on Twitter. If you know of youth who might be interested in that type of opportunity, let them know.

WaterShed Partners updates:

- We gave a certificate of appreciation and a gift basket to Capitol Region WD for hosting our meetings for five years.
- We have a sign-up sheet going around - people bringing treats in 2011:
 - January - Rande Edmundson
 - February - Chris Kohn
 - March - Michael Keenan
 - April - Chandi McCracken
 - May - Carrie and Trevor
 - June - Anne and Jen
 - August - Erica Sniegowski
 - September - Randy Thoreson
 - October - Jana Larson
 - November - Lyndon Torstenson
 - December -- Potluck
- Steering Committee recommendations: Peggy Knapp at Freshwater Society, Denise Leezer at MPCA, Tracy Fredin at Hamline University, Trevor Russell at FMR, Carrie Mack, Lyndon Torstenson at NPS, Jen Dullum from Farmington, Anne Weber from St. Paul and Angie Hong, who will be the new convener.

ROUND TABLE REVIEW

- Key Note Faye Sleeper summarized Water Education Framework. Peggy Knapp from Freshwater talked about K - 12, Dick Brooks from Action Media talked about Media Strategies, Ron Kroese from McKnight talked about what he funds, Jean Wagenius from the Legislature talked about pers, Cliff Aichinger from RWMWD talking about what is the role of education in protecting our water? Then finally to see is what is the role of the WaterShed Partners and what should be our role going forward?

THOUGHTS GENERATED BY PARTICIPANTS AT END OF MEETING FOR THE WATERSHED PARTNERS

- Webcast our meetings, develop protogcol for how we measure behaviour change and water quality changes
- defin framework for where education fits and what types there are and how it leads to behavior change
- database of success stories on-line and maybe in a map/geographic format
- workshop for scientists on how to tell stories
- need to collect baseline datat\talk about clean water, not water quality
- make our ed and outreach real and authentic and provide outdoor experiences
- use motivated kids to talk to decision makers
- schools are open to good presenters and presentations
- communicate with WD boards about the role of ed.

TAKE-AWAY IDEAS FROM PRESENTERS

- Target what you want people to do
- Use art to convey messages

- Young people are part of the solution; help kids begin practicing water-friendly behaviours
- People learn through story more than facts
- We need both broad and targeted messages.
- Talk about clean water, not “water quality.”
- We need to measure, but we need baseline data
- Measuring may be anecdotal

ROLES AND ACTIVITIES FOR WSP's

- Create data-base of success stories
- Develop protocol for measuring behavior change
- Develop model of where education fits in efforts for clean water
- Help to understand evaluating small programs
- Generate a geographic map of watershed education in Minnesota: who is working where and teaching what so that we can see what messages are getting out where and what the needs are.

IDEAS FOR FUTURE PRESENTERS AND TOPICS

- Dick Brooks - words that work
- Program Evaluation
- Neely Crane Smith - Minnesota Energy Challenge
- Student Group Presentation on what they are doing to effect change
- Community Design Center - design corps/ Youth Water Education project
- Race for the Cure Organizers
- MN Water Sustainability Framework

NOTES:

- **Next Steering Committee Meeting: Wednesday, December 15, 9 - 11 am**, at the Center for Global Environmental Education (CGEE), Hamline University. The Steering Committee meets each month to determine agendas and help steer programs. Meetings are open to all WaterShed Partners.
- **Clean Water MN meeting, January 6, 9 - 11 am at Capitol Region WD**
- **Next WaterShed Partners meeting: Wednesday, January 12, 9:00 am - 11:00 a.m.**, at Capitol Region Watershed District. Meetings of the WaterShed Partners are regularly the 2nd Wednesday of each month, 9-11 a.m.

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