



W A T E R S H E D
P A R T N E R S

WaterShedPartners Meeting Minutes 4-13-11

Attendees:

Lyndon Torstenson, National Park Service
Chandi McCracken, MCWD
Jana Larson, Hamline University
Tracy Fredin, Hamline University
Jen Dullum, City of Farmington
Denise Leezer, MPCA
Carrie Mack, RWMWD
Erica Sniegowski, MWMO
Anne Weber, St. Paul
Joan Nephew, Freshwater Society
Michael Keenan, Metro Blooms
Peggy Knapp, Freshwater Society
April Rust, Project WET
Becky Rice, Metro Blooms
Angie Hong, Washington Cons. Dist.
Kat McCarthy, Capitol Region WD
Alex Gehrig, Minnesota Waters

Trevor Russell, FMR
Lark Weller, NPS
Madeline Seveland, Carver County WMO
Dan Miller, Scott SECD
Leslie Yetka, MCWD
Chris Kohn, Display Arts
Telly Mamayek, Minnehaha Creek WD,
Tom Vandervoort, Vandervoort Public
Affairs
Kevin Clemens, Hamline University
Lynn Renee, independent
Allison Plute, Rochester
Kseniya Voznyak, Fortin Consulting
Stephanie Howes, Global Site Performance
Anna Kerr, MPCA
Dick Brooks, Action Media

Member Updates:

April Rust, DNR - Project WET is looking for facilitators. Facilitator training is in June. Application deadline is Friday.

NPS and FMR co-hosting a Lake Pepin TMDL open house Wed May 4, 3:30 - 7:30 pm. Presentation 4 and 6:30. Merriam Park Library. It's the largest river clean-up plan in history! Opportunity for the Public to learn about it and give feedback.

Lake Pepin Legacy Alliance April 26 workshop in Red Wing. Keynotes: lead scientist from EPA and Roger Wolfe from Iowa (partnering ag and water quality efforts more effectively).

April 22 8:30 - 12:30, Mississippi river workshop. Looking at 30 year trends of water quality and eco-system services.

Save the Walleye coasters will launch during St. Croix river 100 year celebration.

MNRRRA and Will Steger Fdn. collaborating on a workshop for middle school teachers in August. Will be required to do an action project on the river that has to do with

climate change and the river. Contact MNRRA if you know of a teacher that wants to be involved.

MCWD is launching a residential cost share program.

City of Rochester is doing it's a litter bit better program again for the fourth year!

Stephanie Howe Global Site Performance. June 25 Solstice River performance will be at 5pm on the Stone Arch Bridge. This year's Solstice River performance will be part of a collaborative effort with 45 cities in an effort to raise awareness about global water issues. Local issue will be on non-point source pollution. Goal is to reach as many people as possible. They would like to have partnerships with any interested cities and watershed districts. There is a local Sponsorship opportunity with KBEM - to support the broadcast during the performance.

Steering Committee Updates:

Clean Water MN and the Minnesota Clean Water Challenge:

So far we've raised 15,000 dollars from eleven partners to support media outreach this year.

Planning to do our traditional media campaign outreach as well as working on a transition to the Minnesota Clean Water Challenge, a community-based social marketing project.

A sub-group of the steering committee has decided to do advertising with Twins, MPR and Comcast Cable. We will be doing a winter road salt PSA on MPR.

Change in emphasis on cleanwatermn.org website: Survey monkey of our supporters and users of the website suggests that the audience for the website are educators and so we are going to enhance MS4 toolkit and image gallery and take away the emphasis on information for the general public.

We will also be using some of our funds to work on developing our Minnesota Clean Water Challenge -- We have started writing grants and doing additional fundraising for the challenge as well.

Right now we are putting together a grant to the EPA looking to get funding to do a development and pilot phase of the Clean Water Challenge. We roughed out the approach we're going to take. We want to make it easier to measure the impact of our outreach; a way that we can do direct outreach at events and get information, suite of evaluation tools so that agencies can get more concrete data on whether citizens actually took the actions they pledged to do. We've submitted RBC and Bush Foundation grants at already. We will also be looking at water conservation issues -

Upcoming WSP meetings:

May -- Janna Caywood

June - Magnolia Blossom: Asst. Commissioner John Linkstein from PCA, Paul Labovitz from MNRRA talking about wildlife including Asian Carp

July - no meeting

August - Christine Baumler, artist in residence for RWMWD and Cap Region. Finding ways to artfully design stormwater

September - May Davenport. working with PCA to frame citizen engagement projects. How to look at a community to determine their capacity for change.

October - Elizabeth Beckman. Stop the Rain Drain program

November - Roundtable at Hamline University

December - potluck and year-end

Presentation by Dick Brooks from Action Media:

(powerpoint presentation is posted at hamline.edu/cgee/watershed):

How you talk about your work matters. It effects how, even if, others hear you and understand your messages. Research on public attitudes about water, communities and development has revealed how to reach citizens that don't share your passion or expertise. Dick Brooks will show how combining these research findings with basic communication strategy, will allow you to tell a better story about your work and gain larger audiences.

Dick Brooks' Bio:

Dick Brooks' passion is working to promote effective journalism and media strategy for grassroots and community based organizations. He understands the importance of empowering citizen action and how cultivating communication skills can increase success in today's complex political and economic environment.

Two decades of experience working and living with the Ojibway tribes in northern Minnesota and Wisconsin reinforced his deep commitment to the natural environment, and has become a focus of his national reputation as consultant and advisor to an impressive list of corporate, community and nonprofit organizations. He is actively engaged in training public radio journalists in interview and story development skills.

Dick brings a refreshing perspective to the strategic aspects of communication that cuts through layers of tactical preoccupation, with the simple question "what do you want to happen?"

NOTES:

- **Next Steering Committee Meeting: Wednesday, April 20, 2011, 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.
- **Next WaterShed Partners meeting: Wednesday, May 11, 9:00 am - 11:00 a.m.**, at Capitol Region Watershed District. Presentation by Janna Caywood from Como Lake Neighbor Network. Look for a description of his presentation and an agenda to follow. 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