



METRO WATERSHED PARTNERS

Meeting Minutes Wednesday, January 11, 2012

WATERSHED
PARTNERS

Capitol Region Watershed District
1410 Energy Park Drive, Suite 4
St. Paul MN 55108
PHONE: 651-644-8888

Map & Directions: <http://www.capitolregionwd.org/directions.html>

Attendees:

Jen Dullum, City of Farmington
Megan Duffey, City of Rochester
Barb Huberty, City of Rochester
Alex Gehrig, Minnesota Waters
Claire Bleser, NMCWD
Joan Nephew, Freshwater Society
Diane Lynch, Freshwater Society
Kseniya Voznyuk, Fortin Consulting
Michelle Vigen, CERTS
Leslie Yetka, MCWD
Mallory Anderson, MCWD
Trevor Born, MCWD
Kameron Kytonen, City of Andover

Lynn Renee, Washington Co. Master Gardeners
Michael Keenan, Metro Blooms
Peggy Knapp, Freshwater Society
Dan Miller, Scott Clean Water
Teri Heyer, Forest Service
Lyndon Torstenson, MNRRRA
Anne Weber, City of St. Paul
Carrie Mack, RWMWD
Bill Allen,
Amy LeMieus, Shingle Creek WMO
Louise Watson, RWMWD
Elizabeth Beckman, CRWD
Jenny Winkelman, MWMO

Short presentation by Kayla Schmalz on the **Girl Scouts upcoming Centennial Day of Service**

Presentation by Michelle Vigen -- **Community-Based Social Marketing: A Process for Sustainable Outcomes**

Behavior change is the cornerstone of any sustainability work, but the traditional information-intensive program models have proven insufficient to create the broad change we seek. Community-based social marketing (CBSM) fuses knowledge from behavioral psychology and from social marketing, demonstrating that behavior change is most effectively achieved through initiatives delivered at the community level which focus on removing barriers to an activity while simultaneously enhancing the activities benefits. This presentation will provide an introduction to the specific steps of developing a CBSM program and provide a preview of distinct social marketing tools of these programs.

Bio:

Michelle Vigen is the Clean Energy Resource Teams (CERTs) Campaign and Metrics Coordinator for the University of Minnesota's Regional Sustainable Development Partnerships. She assists CERTs in program design, managing the CERTs Seed Grants, and tracking organizational metrics. In the spring of 2011, Michelle was awarded a Bush Foundation Leadership Fellowship supporting further exploration of community-based social marketing as a way to empower the energy and sustainability work of Minnesota communities.

Michelle earned her Master's Degree from the University of Minnesota's Humphrey School of Public Policy in Economic and Environmental Policy. Her research focused on community development around sustainable agricultural practices in Andean Peru. In her spare time, Michelle enjoys biking around Minneapolis and backpacking on the Superior Hiking Trail.