



WATERSHED
PARTNERS

METRO WATERSHED PARTNERS MINUTES

Wednesday, January 9, 2013

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

ATTENDEES:

Anne Weber, St. Paul	Chris Kohn, McCaren Designs
Peggy Knapp, Fresh Water Society	Telly Mamayek, MCWD
Tracy Fredin, Hamline University	Alex Gehrig, Freshwater Society
Trevor Russell, FMR	Lynn Renee
Jen Dullum, Farmington	John Bilotta, NEMO
Jana Larson, Hamline University	Curt Cross, UMN
Randy Thoreson, NPS	Jessica Bromelkamp, RCWD
Angie Hong, EMWREP	Amy LeMieux, WMCA
Sage Passi, RWMWD	Mallory Anderson, MCWD
Mitchell Cookas, Solution Blue Inc.	Vanessa Strong, Vadnais Lake Area WMO
Tracy Leavenworth, RWMWD	Meghan Jackson, Prior Lake Spring Lake WD
Lark Weller, NPS	Randy Neprash, Stantec and Minnesota Cities Stormwater Coalition
Erica Sniegowski, Nine Mile Creek WD	
Elizabeth Beckman, Capitol Region WD	

Partner activities, announcements, & updates

Peggy Knapp: Freshwater Society is developing a Master Water Stewards program – similar to master naturalists and master gardeners program. Received a Clean Water Fund grant to support it in the Minnehaha Creek Watershed District. Pilot group will start going through training in early spring.

Minnehaha Creek Watershed District announces two events this month: January 16th community meeting in Minnetrista where they are restoring a prairie. On January 22nd please attend a workgroup session on a Stormwater Adaptation study at Eisenhower community Center in Hopkins at 6:00 pm. More info at Minnehahacreek.org. 31st kicking off public outreach and education plan, starting with a conversation with stakeholders at Minnetonka Community Center from 3 – 6 pm.

MIDS model ordinances are done and rolling out in pilot communities. Volume control standards almost complete and improved. New stormwater calculator will be done by the spring.

In February, Water Resources Center will announce water research symposium. 2013 LID symposium will be in August. Minnehaha and the Arboretum will hold the Clean Water Summit on Stormwater Education and Public Engagement.

Mississippi River Forum – presentation on State Agricultural Best Practices Handbook on February 15 at 8 am at the McKnight Foundation in Minneapolis.

Big River Woorks American Wetlands Foundation are hosting a series of public forums – on January 17 they are coming to Mpls' Grand Hotel to talk about tours and recreation in relation to the economy.

Steering Committee Announcements

Steering Committee: in 2013 we will continue with the following members: Tracy Fredin, Lyndon Torstenson, Angie Hong, Anne Weber, Jen Dullum, Jana Larson, Trevor Russell. Telly Mamayek from MCWD and Erica Sniegowski from Nine Mile Creek WD will be joining the steering committee.

Media Campaign and Watershed Partners end of year review
75650 in funds raised so far from 34 partners.
56750 for media campaign
19000 for meetings, state fair and administration

Minnesota Twins: 30 paid ads, 9 bonus ads: 2,733,900 gross impressions
Comcast cable TV: More than 500 PSAs on Comcast: 1,655,887 impressions
Minnesota Public Radio: ran 48 sponsorship messages on 91.1 KNOW on air and streaming; and running a pre-roll add on 89.3 the Current. Ads made 184,200 impressions.

Roundtable Review

Themes that emerged:

1. Understanding audiences and refining messages to match audience concerns. Creating tools to evaluate audiences, measure behavior change, reporting tools. Creating messages. (State of the River Report – using the report as a framework.) Recommend that this be the focus of Watershed Partners takes on this year, figuring out how to move this forward.
2. Aquatic Invasives – these folks should form a work group, organize yourselves and then tell us what wsp can do to support you. Q: Is this an issue wsp should be involved in?
3. Working effectively MS4s (internal audience) – these folks should create a working group, find out what resources exist that can be shared, and then make recommendations about how to create the best vehicle to share these resources.
4. Serving K – 12 (external audience) – create a working group that also determines existing tools, mechanisms for sharing those resources, what we need. What is the best way for wsp to support that work?

Also interest in professional development on using social media effectively, Art of Hosting training, etc. Recommendation that WSP could host some fee for service professional development.

These recommendations are ways to refine what WSP is already doing, not replace it.

Brainstorming ideas for presenters in 2013:

Craig Hassel, working with multicultural groups
Paula Guetter, Sustainable Watershed Management
Deb Ryun, St. Croix water quality
Social media strategist and also discuss tactics (Jesse Brodd?)

Mae Davenport – community capacity assessment and how to apply the information
Lynn Kolzee or Julie Westerlund - At PCA there is an interagency workgroup that is working on civic engagement
Meeting where workgroups meet?
Theoretical discussion on what social media can do.
Brian Lieb, Hennepin Co. Public Affairs person – embracing plain language
Shannon Loethammer from PCA on Water Quality standards
Erik Eckls, Water Words that Work
Bill Arnold, UMN – Triclosan
Progress report on MIDS
New nutrient standards for rivers and how impairment is defined.
Speaker on how to use PR – Brant Skogran
NOA is going to issue Atlas 14 – new precipitation frequency, 100 yr storm in increasing – doesn't reflect any climate change projections. Barr Engineering is hosting a bunch of talks on that.

Presentation – Randy Neprash – Stormwater Permitting

NOTES:

- **Next Steering Committee Meeting: Wednesday, January 16, 2013, 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, February 13, 9:00 – 11:00 am at Capitol Region Watershed District offices.** The WaterShed Partners meet regularly, the second Wednesday of each month, from 9-11 a.m. at Capitol Region Watershed District offices: 1410 Energy Park Drive, Suite 4, St. Paul, MN, 55108.

FFI: Contact a member of the steering committee or Jana Larson at 651-523-2812, jlarson25 at hamline.edu

2013 Steering Committee:

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