



MINUTES

December 11, 2002

STRATEGIC PLANNING

ATTENDEES

Anne Weber, St. Paul Public Works	Lyndon Torstenson, MNRRA
Barb Luikkonen, UM Water Resource Ctr.	Margie Vigoren, City of Plymouth
Cliff Aichinger, RWMWD	Michele Hanson, MN DNR – Watershed Protection
Don Berger, MPCA	Pamela Jessup, Hamline -- CGEE
Jenny Schaust, Hennepin Conservation District	Ron Struss, MN Extension Service/BWSR
Jerry Spetzman, Dept. of Agriculture	Sage Passi, RWMWD
Jim Heintzman, Science Museum of MN	Sarah Riddle, Eco Education
Jon Steadland, Mpls. Watershed Mgmt Organizat.	Scott Vreeland – guest, Seward Neighborhood Grp
Julie Westerlund, MN DNR	Tracy Fredin, Hamline – CGEE

A BRIEF OVERVIEW OF THE METRO WATERSHED PARTNERS

1. Brief History of Watershed Partners – Lyndon Torstenson
 - Historical Milestones from 1992-1993 (to view a PDF version, go to <http://www.cgее.hamline.edu/watershed/Partners/index.htm>)
 - List of Accomplishments (can be viewed at <http://cgее.hamline.edu/watershed/Partners/accomplishment.pdf>)

Mission Statement: The mission of the WaterShed Partners is to promote a public understanding that inspires people to act to protect water quality in their watershed.

2. Funding Overview – Tracy Fredin

The total McKnight money has been spent in this way:

- \$30,000 administrative costs
- \$3,500 for fundraising
- \$150,000 for WaterShed Exhibit
- \$92,000 NEMO
- \$117,000 VSMP

3. Review of WSP Joint Projects – Project Leaders

Project NEMO (Julie Westerlund): An educational program aimed at local decision makers. Draws connections between land uses (impervious surfaces, non-point source pollution) and water quality. 50 cities in the 7 county metro area have seen the presentation by Jay Michels.

VSMP (Barb Luikkonen): Is in the 7 county metro area. Initially received grant from the Metropolitan Council for \$400,000. The matrix on the website is finished, and their current project is writing a Field Guide Book to use during Water Quality Monitoring

WaterShed Exhibit (Pamela Jessup): The watershed exhibit has been seen by 108,000 people this year. With the addition of the Van in May of 2001, the usage has gotten easier and more

accommodating. The kiosk (laptop) is still the easiest and most popular part of the exhibit to be checked out and used. Numbers are down, and less partners are checking it out. More time from Hamline staff (student workers) is being spent taking it to events and setting it up. In 2003 there will be charges being applied for usage of the WSE, please see the web-site for more information about pricing and policies.

Communications Campaign (Ron Struss): The metro-media communications campaign is to raise awareness of the general public of water quality. Materials are being developed for distribution (such as brochures). We requested \$100,000 in grants from the Metropolitan Council, and were awarded \$50,000. We also just requested an additional \$50,000 from OEA.

Phase II Stormwater Permits (Ron Struss): The WaterShed Partners contracted with the League of Minnesota Cities to help put together an educational guide for cities to use when obtaining their NPDES Phase II Stormwater permits. It is a packaged catalog service that 110 cities have bought into through the League. Few cities will be "monitoring" their storm water run-off. They will be tracking (or monitoring) permit compliance by making sure that their proposed Best Management Practices are implemented, but sampling run-off to determine water quality is not a permit requirement.

A REVIEW OF 2000-2001 STRATEGIC PLANNING

I. Organizational Outcomes – Ron Struss

Completed goals (as outlined by the November 2000 strategic planning session): Since 2000, these are the goals/tasks that have been completed.

1. Get a new organizational name
2. Resolve liability issues for display, van, etc.
3. Decide on need for a new organizational structure
4. Document how much it costs to run MWSP
5. Find way to spread funding to partner organizations
6. Find ways to get grants written
7. Actively recruit new partners – look at diversity
8. Cultivate links with other organizations
9. Develop a list of operational objectives

Organizational Outcomes Pending Goals: Since 2000 these are the goals that are still pending. The discussion was regarding if these are still goals that should be pursued, or if these goals are no longer relevant to WSP.

1. Make it easier for people to donate money
Comments:
 - The McKnight Grant that WSP received took the pressure off having to find donations and monetary contributors for a while. Many of the items on the pending list are still there because that McKnight money is not going to last forever. Just getting that McKnight money took care of some of these needs.
 - We don't stand in anybody's way, but we haven't really had a campaign.
2. Create a list of tasks people can volunteer with (example: St. Fair)
Comments:
 - It has gotten harder over the years to get the Partners to volunteer their time at the state fair. Maybe we need to ask people to donate something other than their time. This is also a question of how people are interacting with the WaterShed Exhibit. Is the exhibit viewed as a good service that's here? Or is the real

important thing about the WSP is this meeting where we communicate and share ideas and that at a certain point it is not to use the shed or have Partners use the shed because that's changed. Maybe the real value of the WSP is the collaboration. Getting people to spend time on projects that are not theirs is difficult.

- Does training for the WS exhibit fit under organizational outcomes? The goal might be to better maximize the use of the shed, and that might include doing some trainings, thinking of new places where to use it, making sure the partners are still doing it. It's really to make better use of the resources we have and there's probably objectives or pieces underneath that goal.
 - Somehow we need to outline, for the administrators in organizations making the decision, to ask for that volunteer time, and for Partners to present to their administrators from their organizations why it's important to go to the State Fair, and to participate in some of the events. Then they can take that back to their decision-making person.
 - There needs to be synergy developed so that it doesn't feel like we are giving up our time by volunteering, but a good feeling because we've participated in something outside the WSP monthly meetings.
 - When you look at creating a list of things people can volunteer with, instead of something else on their plate it should be part of daily business, then it's easy for them to participate, and it's easy for them to identify a role. Because when it's part of what you do everyday, it's real, it's alive, and it leads to action. How do you weave that into the fabric of business on a daily basis?
3. Create a list of items people can donate
Comment: we haven't asked for much, and on the flip side we haven't received much. People have donated their time to fix the watershed exhibit.
 4. Communicate what MWSP does and membership benefits
Comments: Everyone should be bringing up the WSP when they are talking to someone, because it's a group that really should have a role in every organization. Other organizations should recognize that this is a group that is working on a project. We've all got to start doing that so everyone's aware of it: I think we have to grow that knowledge base a little, and it will build up our organization.
 5. Consider mentoring program for Steering Committee
 6. Find ways to help people gain support from their organizations
Comments:
 - Building that stronger piece of support for people who sit here at the meeting, really linking back to their organization or institution having them self supporting. So that the administration knows that it's more than just the money. What can people really do to contribute their time and their services? We had a lot of discussion at the 2000 meeting about whether the organization that each partner comes from supports the participation of that person in the WSP. Most of the people said that they did have good organizational support, and that they got that by just simply asking for it. However, those same people surveyed said they wanted/needed more support. So, in 2000, this was an issue for people, and it showed up in the organizational goals. Do folks still feel that this is important? How can we, as a partnership, support the people who want to be involved?
 - There is a lot of old school managers who if they don't see a direct physical and monetary benefit they won't support it. As people understand the importance of education in terms of general public change as well as staff change I think that will help a lot.
 - We need to find ways to help people gain support from their organizations, but we need to do it with every member, not just the few who come to the meetings. Somehow, we need to facilitate that, an email or a survey, or whatever it has to be.

- You don't build support when you need it, you build support before you need it. Your partners have to be behind you when you hit a crunch period, which we all are. It's a needed piece.
7. Register the website independent of Hamline University
Comment: With the web site we have currently, we're doing just fine the way we are.
 8. Identify roles for Partners with different expertise
 9. Branch into more advocacy and not just education
Comments: We pretty much took the position we don't want to be an advocate. Even though it came up and was put on the flip chart, it is one that we concluded previously we don't want to serve this goal. That was the position.
 10. "Strong arm" more watershed districts for support (more involvement, not monetary)
Comments:
 - Right now there is only 2 Watershed Districts which are Battle Creek, and RWMWD that are involved out of the 12-14 watersheds in the metro area now. But, only a few districts have more than one staff person. It makes it difficult for those groups. There's only 1 person to take care of all the administrative duties.
 - When the Watershed districts have staff dedicated to education then those folks usually show up.
 11. Provide letters of appreciation for active members
Comments: We had a task force address the idea of rewards, and we did provide some letters of appreciation. We have moved somewhat in that and discussed that area. We decided not to use that word 'awards' anymore and use appreciation instead. That was the outcome of those meetings.
 12. Train partners to use WaterShed Exhibit
Comments: Pamela does WaterShed Exhibit each year at the State Fair. However, she can also set up a time to come out to your organization to train people in the set-up of the exhibit. Please call her if you would like to learn more about the set up of the WaterShed exhibit, van driving, etc. 651-523-2591.
 13. Name Recognition

II. Future Projects – Cliff Aichinger

COMPLETED as outlined from November 2000 Strategic planning Session) These points were checked off as being completed since the meeting in Nov. 2000.

1. Conduct another *Think Clean Water* media campaign
2. Provide services for LGU's especially for Phase I and II.
3. Provide mission summaries of Partner organizations
4. Create statewide watershed map for WaterShed display
5. Become involved in Grand Excursions 2004
6. Conduct environmental awareness survey of residents
7. Provide "point of sale" education, e.g., lawn fertilizer
8. Create a "kid piece" for WaterShed display
9. Find ways to increase WaterShed display use
10. Become involved in *Metro Children's Water Festival*
11. Create recognition program, e.g., *River Friendly Farmer*

12. Provide environmentally friendly coupons
13. Provide education on outcome of Phosphorous legislation
14. Conduct NEMO education program in metro.

FUTURE PROJECTS PENDING: as outlined from November 2000 Strategic planning Session) These points were discussed as whether they should be kept as a project that is still important to the WSP, or whether they are no longer relevant to the Partners.

1. Link with *Greenprint* (Minnesota's state EE plan)
 - How do we do this?
 - Make an overriding policy that we do this
 - Projects vs. organization
 - Scope and Sequence – Environmental Literacy Survey
2. Provide education on 2002 Farm Bill
 - Decided it was no longer relevant, so was crossed off the list.
3. Support research which supports our educational message
 - we are not a research organization
 - but we should seek out research based information if we are not doing it. Support research. Make sure what we are teaching is supported by the best science.
4. Be involved in Master Gardner's *Clean or Green* program
 - This is over with now.
 - Pursue other opportunities like this & partner with other organized groups. #4 was crossed off.
5. Conduct fundraiser with zero P lawn fertilizer sales
 - Some individual members are doing that, but it's not a partner responsibility. This was crossed off.
6. Educate cities about anti-native plant "weed ordinances"
 - Not WSP wide. Crossed off of list.
7. Become involved in *Mighty Mississippi Passport Program*
 - \$ is no longer there but it's still active via web & visitors center
 - Is this is still a way for us to get our message out?

A REVIEW OF OUR CURRENT STRUCTURE

1. Structure Overview – Tracy Fredin

As a group we agreed that the Watershed Partners should be a program of Hamline University that is governed by the steering committee and not form a non-profit. Unless there is some concern or dissent, we would let inertia keep going with that as the way we're doing business. The group seems to be content with staying as is, and having Hamline be the fiscal agent. The organization structure comes down to: What is a WSP project? What isn't? Where do lines of authority really come to? The WSP is a great incubator that spins out ideas, but we really have very little authority, or no authority over some projects like VSMP and/or NEMO. The steering committee is informed, but certainly not tied to the day-to-day operation of these individual projects. How do the Watershed Partners get the exhibit funded, and the Partnership funded? The structure of that looks like: Should partner organizations try to return some funds to the Partnership in some way or not? We can say that the grants that were written for the exhibit have helped to support this general Watershed operation.

2. Feedback: group "gut check"

The general consensus of the group is what we currently have for structure is working. It would be really beneficial to get more people volunteering to be on the steering committee (especially for 2003). How do we actively bring more people in, and prevent "burn-out" of current steering committee members. Some of the members have been on the committee for 3+ years. We don't want all of them to burn out at the same time. Some questions raised were: Is it o.k. to have a self-appointed chair? Do we need to vote people onto the steering committee? Basically, the partners in attendance like and agree the current system is working.

GROUP DISCUSSION OF FUTURE FUNDING AND SCOPE

Questions/points raised:

- Education needs statewide.
- Should we be metro based? Or statewide based?
- How do we successfully get people to understand the meaning and criteria of partnership?
- How do we get members to give back to the partnership? How do we keep the money flowing to keep us all glued together? Should we have a 10% overhead on grants received? Should there be "operating costs?"
- If we are successful with receiving grants it will alleviate the crunch of getting money from partners.
- With the expense of the WaterShed Exhibit we need to decide whether the exhibit is worth keeping, and continually fixing.
- Do we start charging a membership fee? Should we be charging more for use of the exhibit?
- The Partners don't necessarily need to go state wide, but our products do (kiosks, etc.).
- Phase II is our way to make money.
- We need to show cities that if they use the WSP products versus producing products themselves, they can save money in the long run.
- We need to develop a catalog of products (including adaptations of existing products) that can be used as a goal of raising money to support the partnership
- We need to develop a business plan
- We need to have a minimum of a 5 member work group
- It would be to our benefit to have non-WSP members on this phase II subcommittee.

NOTES:

- **Next Steering Committee meeting: Monday, December 23, 2 p.m.**, at the Center for Global Environmental Education (CGEE), Hamline University. The Steering Committee meets regularly on the 4th Monday of each month, 2-4 p.m., at CGEE. Meetings are open to all WaterShed Partners.
- **Next WaterShed Partners meeting: Wednesday, January 8, 9 a.m.**, at **HAMLIN UNIVERSITY CONFERENCE CENTER**. Let a Steering Committee member know if you have an agenda item for the meeting. The WaterShed Partners meet regularly on the 2nd Wednesday of each month, 9-11 a.m.

2002 STEERING COMMITTEE:

Cliff Aichinger, 651-704-2089

Jay Michels, 651-351-0630

Jerry Spetzman, 651-297-7269

Margie Vigoren 763-509-5506

Michele Hanson, 651-766-4192

Ron Struss, 651-215-1950

Tracy Fredin, 651-523-3105

FFI: Contact a Steering Committee member or Pamela Jessup, 651-523-2591 / pajessup@hamline.edu