



MINUTES

September 10, 2003

ATTENDEES

Alyssa Hawkins, Earth Force GREEN
Anne Weber, St. Paul Public Works
April Rust, MN DNR – Project WET
Cliff Aichinger, RWMWD
Jeff Lee, BCWMC
Jerry Spetzman, Dept. of Agriculture
Jim Heintzman, Science Museum of MN
Jon Steadland, Mpls. Watershed Mgmt Organizat.
Kevin Proescholdt, VSMP
Laura Mylan, Periscope
Linda Henning, Metropolitan Council ES
Lucinda Pepper, RRA

Matt Durant, student UM
Michele Hanson, MN DNR – Watershed Protection
Pamela Jessup, Hamline – CGEE
Randy Thoreson, NPS – RTCA
Rebecca Luna, Periscope
Ron Struss, MN Extension Service/BWSR
Sage Passi, RWMWD
Shannon Lotthammer, Prior Lake/Spring Lake WD
Sharon Doucette, City of Woodbury
Teri Heyer, USDA Forest Service
Tracy Fredin, Hamline – CGEE

PARTNER UPDATES:

JON STEADLAND, Mississippi Watershed Management Organization jsteadland@mwmw.org

The MWMO will be gathering a group this fall to set up a citizen monitoring program on the Minneapolis stretch of the Mississippi River. They will be partnering with VSMP on this effort. If anyone is interested or know someone who might be interested in participating, contact Jon Steadland.

METRO WATERSHED PARTNERS UPDATE

VOLUNTEER STREAM MONITORING PARTNERSHIP – KEVIN PROESCHOLDT

The third annual River Summit is taking place at the Science Museum of Minnesota on Nov. 13. Betty McCullum is the keynote speaker. Belinda Jensen will emcee the morning session again this year. The River Summit brings together 200-300 volunteer stream monitors, decision-makers, and natural resource professionals to share results and experiences of stream monitoring in the Twin Cities metropolitan area, and to celebrate our river heritage.

This is Kevin's last meeting at the WSP as he is leaving his position as program director for VSMP for a position working for the Isaak Walton League. With Kevin's leaving, please contact Mary Gullickson at VSMP if you need any information about this program. 612-625-6781.

MINNESOTA STATE FAIR – PAMELA JESSUP

This year there were 75,000 people who visited the Watershed Exhibit in the DNR building at the State Fair. Thanks to all the volunteers who helped make this year another successful event! The pump is still leaking, but there is now a light shining on the clouds highlighting the "rain" on table one making it easier to see. The computer kiosks were again the most popular with the kids. There were also three computer kiosks in the Education Building at the MPCA booth, which received just as much attention.

PRESENTATION: METRO CLEAN WATER COMMUNICATIONS CAMPAIGN - Ron Struss, UM Extension and Project Coordinator, Terri Heyer, US Forest Service and Work Group Member. Laura Mylan and Rebecca Lunna, Periscope, Inc.

Periscope is the advertising agency working on the Clean Water Communications Campaign. Laura Mylan and Rebecca Lunna presented a powerpoint presentation showing the new theme, logo and slogan of the new campaign. "Minnesota Water - Let's Keep it Clean" It will begin this Fall with a "soft launch" with three ads in the Star Tribune, and two ads in the Pioneer Press Newspapers. The majority of the media will be placed in Spring 2004. A website is being established to support both city education efforts and individual citizen actions. The URL will most likely be www.cleanwatermn.org and will be divided into three areas: "learn", "act", and "tool kit". The campaign goals are to support city-based storm water educational efforts with a variety of education and marketing tools. There has been a 25 member workforce team working with Periscope on the campaign. There is \$110,000 in the budget from three different granting organizations for this campaign. 53% of the budget goes to overall campaign strategy and tactical plan, 27% goes to paid advertising placement, and 20% goes to development of an online resource center.

TERI HEYER, USDA Forest Service theyer@fs.fed.us

A conference call was held in early September to introduce the players involved in bringing the "Watershed in the News" project to the Minneapolis-St. Paul television market. This project will be modeled after one done in the Washington DC market focusing on the Chesapeake Bay watershed. It is a two-pronged approach involving watershed information as part of the television weather broadcast and a website for more information. To view this website go to:

www.watershed.interactive-environment.com/main

NOTES:

- **Next Steering Committee meeting: Monday, September 22, 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, October 8, 9 a.m., at Hamline 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 at the MN Department of Agriculture.

2003 STEERING COMMITTEE:

Cliff Aichinger, 651-704-2089	Michele Hanson, 651-766-4192
Jay Michels, 651-351-0630	Ron Struss, 651-215-1950
Jerry Spetzman, 651-297-7269	Tracy Fredin, 651-523-3105
Margie Vigoren 763-509-5506	

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