



NOTES

November 9, 2005

ATTENDEES

April Rust, MN Project Wet-DNR
Brenda Erickson, CGEE at Hamline
Dan McLean, MPCA-Stormwater
Dawn Dubats, Rice Creek Watershed District
Deb Anderson, Capitol Region WD
Jen Collova, Farmington
Jenny Winkleman, MWMO
John Bilotta, U of M Extension
Kathy Swenson, NPS

Lori Haak, City of Chanhassen
Lyndon Torstenson, NPS/MNRRA
Louise Watson, Ramsey-Washington WD
Ron Struss, UM Extension
Sarah Riddle, Eco Education
Sharon Doucette, Woodbury
Teri Heyer, USDA Forest Service
Tracy Fredin, CGEE

MEETING LOCATION

MWSPs now meet at the offices of:

Capitol Region Watershed District
1410 Energy Park Drive, Suite 4
St. Paul, MN 55108

Find a map at <http://www.capitolregionwd.org> or phone 651-644-8888 for directions.

PARTNER UPDATES

The 5th annual **Volunteer Stream Monitor Program River Summit** will be held at the Science Museum of Minnesota on Thursday, November 17. KARE-11's Belinda Jensen will MC; Daniel Hoff will give the keynote. 150 to 180 high school volunteer stream monitors from across the metro area are expected to attend. MWSP wishing to attend should contact John Bilotta or Barb Liukkonen.

The Pollution Control Agency is reorganizing; the Office of Environmental Assistance is now part of the PCA. Increased resources resulting from the reorganization provide an opportunity to wake up the **Stormwater Education Subcommittee**. MWSP should consider meeting with Cathy Moeger and Don Jakes, among others.

Rice Creek Watershed District is publishing a 2006 wall calendar "Every Drop Counts," available for pick-up/distribution around December 1. Calendar photos are from a photo contest the district held; water quality tips are included throughout. Contact Dawn Dubats ddubats@ricecreekwd.com if you can recommend a printer who will produce relatively small numbers.

www.cleanwatermn.org has yard signs copy for plucking and use under the "Tools" section.

The **USDA Forest Service** and many other partners have participated in developing an **Urban Forestry Watershed Manual**. This is the first in a series of three information booklets. Links to the electronic copy, table of contents and what's coming next will be sent to the WaterShed Partners listserv.

The **Project Wet** national office has a new publication of *Discover Storm Water* of activities targeted to 5th graders, available for purchase at \$1 retail. Contact April Rust april.rust@dnr.state.mn.us for more.

On Sunday, October 30 **Channel 17** (PBS's Minnesota channel) aired *Minnesota's Lakes at Risk*, a 30-minute program about the impacts of development on lakes and the importance of long-term investment for protection. The program discusses how increasing watershed and shoreline development impacts habitat and water quality and what citizens and officials can do to restore and protect lakes. **Julie Westerlund of Minnehaha Creek Watershed District** was featured throughout. The program was produced by Twin Cities Public Television, in partnership with the Minnesota Lakes Association. Other partners are Minnehaha Creek Watershed District, Minnesota DNR and Minnesota PCA. The program will air twice more on TPT this winter.

Capital Region and Ramsey-Washington Watershed Districts are presenting **winter maintenance training for sidewalk and parking lot managers and contractors** on Tuesday, November 15 at **Capitol Region WD**. Participants receive certificates; lunch is included. Attendance looks better for this date than for the October workshop. Cities' involvement is increasing participation. A brochure and outreach to small operators and other markets should also boost attendance. Fortin Consulting expects to expand the program statewide.

On Thursday, November 17, **Barr Engineering** will present its **study on sources of phosphorous**. Contact Louise Watson for more information louise@rwmwd.org.

On November 9 **NPS's John Anfinson** presents *Rapids to Reservoir* on local changes to the Mississippi River, pollution, water quality et al. Go to www.nps.gov/miss for information a calendar of events and programs.

Eco Education offers ongoing year-long professional development for teachers who help students grades 5-12 look at neighborhoods. Visit www.ecoeducation.org to learn more, get involved and become a model school.

April Rust reported on the **North American Association for Environmental Education conference** in Albuquerque in October. More than 1,000 attended more than 300 concurrent sessions which take a big-picture, long-term focus on actively engaging K-12 teachers, naturalists and organizations. The conference theme was Sustainability in Environmental Education. Speakers were impressive. There was a strong international component with attendees from many countries.

The **2006 NAAEE conference**, the 35th annual, will be held in St. Paul October 10-14. The proposed theme is *Connecting EE and Society...Making Waves and a Real Difference*. MWSPs and member organizations should be active in the planning and visible during the four-day event. Eco Education's Brinkley Prescott will head up the planning effort. For more on this year's conference and the 2006 version, go to <http://naaee.org/pages/index.html>.

The **Nonpoint and Stormwater Pollution Education Conference** in October in Chicago was also successful. Minnesota was well represented with six presenters. Awards were made to our Metro media Campaign for its Minnesota Water – Let' Keep it Clean logo and to CGEE for Alex the Frog, character and video usage. Attendees are preparing a piece on resources and concepts gathered during the event. Watch for it by listserv; contribute if you like. Discussion about the conference:

- Detroit regional government authority funds work similar to MWSP. It is worth looking at how this is accomplished.
- There is a lot of information to share, but does it make any difference? Dissemination needs to be a combo of social marketing and personal contact. How are the two defined?

- In the midst of big issues, it's easy to say too much. Keep a simple message and market it. Think about the words we use to talk about water: water quality instead of clean water, direct and diffuse pollution or pollution runoff in place of nonpoint and point source pollution.
- Messages may not be understood through creative images. Campaigns may look great, but have limited impact.
- Paul Polizzotto's Adopt-a-Waterway program is something to investigate. It teams local governments with the corporate entities for media, signage. The corporate money comes from the marketing departments of companies. Polizzotto works mainly with large coastal communities.
- In Kentucky, artists decorate rain barrels, similar to our Snoopy statues and Chicago's cows, to promote water quality in an entertaining fashion.

A book of all presentations is being produced and will be posted on the Web site in January.

The EPA Pollution Prevention Toolbox is growing. Go to <http://www.epa.gov/RCRIS-Region-5/wptdiv/p2pages/toolbox.htm>. From there, click on Where You Live. Should MWSP put materials on the site?

UPDATES ON METRO WATERSHED PARTNER ACTIVITIES

Metro WaterShed Partners Financial Update and Evaluation

The McKnight Foundation grant that has supported MWSP has ended and we are essentially unfunded. Our **need** is \$30,000 per year for base support to include administrative work done by CGEE: exhibits, listserv, Web site and van management and maintenance, meeting notes, etc. We will apply again to McKnight which is highly interested in education programs and matching gifts. Potential other resources may be the Water Education Kiosks, a Hamline tool that could be purchased, leased or resold. It's important to maintain a clear vision to continue the success we've had in the past. 80% of funding comes from 20% of funders. Tracy Fredin will present a development plan.

Other points during the discussion: Counties generally can't support an organization or memberships and need a product. Metro wide consistent, visible messages shared across media could be supported. MWSP was turned down for recent Met Council grants. We should discuss how Met Council, PCA, DNR, watershed districts fit together and how they work with other entities.

Of the **metro-media campaign's** funding, there is \$6,000 remaining for evaluation, perhaps a series of interviews with MS4s asking about the campaign specially, what they are doing and what they would like WSP to do. The www.cleanwatermn.org host should provide Web site statistics. Debbie Meister works with various organizations and could put together interviews with some 25 municipalities. We might also look for League of Minnesota Cities approval. WCCO ran 72 ads during the Metro Media fall campaign.

WaterShed Partners needs to approach funding for both the partners and the media campaign.

In January, the Steering Committee will convene a **strategic planning** process. The Steering Committee may meet with some watershed districts. There about 46 statewide districts, 22 in the metro. We should market the organization to support fundraising efforts, make presentations to organizations, government agencies.

Reminder: The Metro Media Subcommittee needs **digital photos of fall season best and “not-so-best” water and natural resources practices**. Include photo credits.

December meeting may be more social in nature than our regular meetings. We are looking at recognizing some of our partners with certificates, letters of thanks and summaries of our activities. January will look at strategic planning.

NOTES

- **Next Steering Committee meeting: Monday, November 28, 2-4 p.m.** in Drew Lounge at Hamline University, St. Paul. Steering Committee meetings are open to all WaterShed Partners.
- **Next WaterShed Partners meeting: Wednesday, December 14, 9 a.m.** at Capitol Region Watershed District, 1410 Energy Park Drive, Suite 4, St. Paul, MN 55108
- Contact any Steering Committee member with an agenda item to include. WaterShed Partners meet regularly on the 2nd Wednesday of each month, 9 to 11 a.m.
- E-mail Metro WaterShed Partners at watershedpartners@listproc.hamline.edu.
- Find contacts referred to in the text in the partner directory at <http://cgge.hamline.edu/watershed>.
- PLEASE **update your listings** for Metro WaterShed Partners by emailing cgge@hamline.edu.

2005 STEERING COMMITTEE

Sharon Doucette, 651-714-3538
Jerry Spetzman, 651-297-7269
John Bilotta, 952-361-1814
Tracy Fredin, 651-523-3105

Louise Watson, 651-704-2089
Margie Vigoren 763-509-5506
Michele Hanson, 651-766-4192
Ron Struss, 651-480-7708

FFI: Contact a Steering Committee member or John Bilotta at 952-361-1814.