



## Notes March 8, 2006

### ATTENDEES

Anne Weber, City of St. Paul  
April Rust, MDNR Project Wet  
Barb Luikkonen, Univ. of Minnesota  
Dawn Dubats, Rice Creek Watershed District  
Deb Anderson, Capitol Region Watershed District  
Jean Buckley, City of Bloomington  
Jen Collova, City of Farmington  
Jenny Winkelman, MWMO  
John Bilotta, Univ. of MN Extension

Kate Knuth, CGEE  
Lyndon Torstenson, NPS/MNRRRA  
Michele Hanson, MDNR Parks  
Paula Liepold, Dakota County  
Randy Thoreson, NPS/RTCA  
Ron Struss, Univ. of MN Extension  
Sharon Doucette, City of Woodbury  
Tracy Fredin, CGEE  
Wendy Griffin, Washington Country Conservation District

### MEETING LOCATION

MWSPs 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

Barb Luikkonen brought hand outs on potentially invasive water garden plants and animals.

The St. Croix River Valley is increasingly part of the Metro Area. Ron Thoreson will be bringing WaterShed exhibits to a St. Croix Valley event in July.

Curriculum and activities CGEE has been developing in Texas has won the AWWA award for water conservation education materials.

### UPDATES ON METRO WATERSHED PARTNER ACTIVITIES

Ron Struss announced the meeting of the "Minnesota Water – Let's Keep it Clean" on the 14th.

Tracy Fredin updated the group on the McKnight Foundation funding process. McKnight will be scheduling a site meeting as the next step in the process.

The next meeting of the Steering Committee on March 20 will continue following through with the strategic planning process started at the March meeting. The next WaterShed Partners meeting will be on April 12.

## Strategic Planning

The March 8 meeting was a four hour strategic planning session, facilitated by Cynthia Hagley, MN Sea Grant. The agenda follows:

9-9:30	introductions/ground rules
9:30-9:45	survey summary
9:45-10:15	mission and audience
10:15-10:30	break
10:30-10:45	create small groups
10:45-11:15	small groups – key results (goals)
11:00-11:30	reports and discussion
11:30-12:00	strategies and “tactical objectives”
12:00-12:30	reports and discussion
12:30-12:45	prioritization
12:45-1:00	wrap-up

Results of a survey of organizations participating in Metro WaterShed Partners were presented and are included as Appendix 1.

## Mission

Mission and vision statements help guide organizations. A mission statement should contain:

- Clientele served (who we do it for)
- Reason to exist (why we do whatever we do)
- Services offered (what we do)
- Areas of specialization (our distinctive role and competence)
- Area served (where we do it)

A vision statement should clarify where the organization wants to be in the future – it should define what constitutes success.

Survey results along with worksheets were used to guide the discussion of mission and vision during the strategic planning session and to determine what small groups would focus on for more detailed strategic planning. These are included as Appendix 2.

## Audiences

The most important audiences identified were the general public, including using the media to reach the public; and local government staff and elected officials, including member organizations of Metro WaterShed Partners.

## Purpose

The most important purposes (reasons to exist) identified through the survey and informal tally at the strategic planning session included:

- Networking – providing an information clearinghouse for members, a source of idea generation, coordination and collaboration, inspiration and information to act.
- Providing joint educational products and messages – presenting a unified, consistent message to the audiences identified above, economy of scale.

## Unique role

The group also discussed what makes Metro WaterShed Partners unique – I.e., what unique roles the organization fills. The group identified the following:

- Able to pool resources and bring organizations together to speak with one voice.
- Knowledge of diverse markets and issues is shared.
- Better and more consistent products than individual organizations could develop alone.
- Best positioned to provide education to MS4 communities (communities affected by the Phase II stormwater regulations)

#### Area served

Discussion about what area should be served by Metro WaterShed Partners resulted in a majority of participants wishing to focus on the greater metropolitan area, including approximately 14 counties in Minnesota and Wisconsin. The concept was introduced and should be discussed further of having “core” communities with a higher level of involvement and commitment than outlying “adjunct” communities.

#### **Additional Discussion Topics for the Future**

Issues that came up and were not completely addressed during the four-hour session are listed below:

- Consider revising the official mission statement to be more specific and directly address priority audiences served (don't try to be all things to all people), primary purpose, distinctive role, and geographic area served.
- Consider writing a formal vision statement.
- Develop an organizational position on “lobbying” by Metro WaterShed Partners.
- Go through the exercise of identifying key results and objectives for additional priority audiences (limited time precluded working with each potential audience).
- Develop and implement a membership responsibilities sheet.

#### **Small Groups**

Four small groups met for the remainder of the morning. These included two groups working on internal organizational issues and two groups working on audiences as follows:

- Internal organization – Structure and membership
- Internal organization – Funding, management, and marketing
- Audience – General public, media, marketing
- Audience – Local government staff and officials

#### **Next Steps**

We did not have sufficient time to prioritize some of the action items identified by the small groups. Next steps include presenting results of the strategic planning session to the wider membership, revising and prioritizing the action items identified, and developing subcommittees to begin to address action items and develop timelines for completion of tasks.

## Strategic Planning Working Group Notes

During the Metro WaterShed Partners strategic planning session the group was divided into four groups: internal organization, funding, general public/media marketing, and local government units. Each group worked together to come up with key results. In trying to determine how to achieve key results, each group came up with strategic objectives, followed by tactical objectives. The notes are organized in this same hierarchy.

### Internal Organization Working Group:

- **Key Result:** Increase organizational partnerships in WSP
  - o Keep and improve involvement of existing organizations
  - o Entice new organizations to join
    - Target participation by all metro watershed districts/WMOs
    - Determine geographic scope of WSP
    - Target cities and counties
    - Target non-profits and businesses (depending on audience focus)
  
- **Key Result:** Engage membership participation
  - o Improve communication of needs and activities (participant? Partner?)
  - o Define membership
  - o Have partners attend meetings
  - o Have partners do more work
    - Develop information sheet
    - List of contributions and responsibilities
    - Review and update above list on a regular basis
    - Strengthen communication and status reports
    - Develop decision structure for project improvement
    - Develop process and timeline for accomplishing tasks, making decisions, and communicating with all Partners
  
- **Key Result:** Smooth operations of WSP and having a strong leadership base
  - o Strong steering committee with strong leadership
  - o Define leadership roles (create position descriptions)
  - o Process for leadership transition, format, and structure
    - Determine leadership for 2006/2007
    - Develop and implement regular transition plan
    - Review current structure and manual
    - Determine pros and cons
    - Decide if this is how we continue
    - Make necessary changes and implement
  
- **Other possible Key results:** Marketing internally and externally, match mission with geographic scope, fee-based membership (buy-in), membership benefits and responsibilities

## Funding Working Group:

- **Key Result:** Establish a process for stable funding.
  - o As a group, WSP need to know where funding comes from and how it is spent
  - o Make funding more transparent with funding matrix and budget reports at meetings
  - o Establish a committee responsible for funding
    - Committee develops criteria for funding projects – Who should pay for projects that benefit entire metro? What is the role of organizations/watershed districts?
    - Identify specific deliverables
    - Determine amount of money from grants that could cover overhead of WSP
    - Establish a timeline for asking partners for support and writing grants
    - Determine breakdown of funding
  
- **Key Result:** Separate core organizational funds and project funds.
  - o Identify which funding sources work best for core organizational items vs. project costs
  - o Ideas for funding
    - Charge member dues on a sliding scale based on organizational typ and/or time and talent member is willing or able to share with WSP to operate the group and implement projects
    - Grants
    - Speakers Bureau
    - Product Sales
    - Tapping into Wisconsin funding and grant sources
    - MnDOT funds are available in connection with the Stillwater bridge

## General Public/Media Marketing Working Group:

- **Key Result:** Maintain successful products
  
- **Key Result:** Increase effectiveness (“pump up the density to get above the noise”), including effectiveness of exhibits and displays for large public events (physical tools and kiosks, external media products (radio, TV, etc.), website (media resources, print pieces)
  - o Increase funding (Big \$)
  - o Broaden outreach
  - o Timely products, i.e. seasonal, new angle on same message
  - o Unify branding, i.e. logo, should we take out “Metro” in MWSP?
  - o Establish scientific-based facts to back up our message
    - Establish public face (e.g. Alex the Frog, Freddie the Fish, or “Toonies-Elfish”)
    - Broaden connections to other groups, agencies, WDs, WMOs
    - Coordinate with statewide stormwater group
    - Develop/Solicit corporate sponsorships
    - Hire/work with media advisor/firm (e.g. Periscope)
    - Create theater message, Comcast Cable commercials on national channels, etc.

## LGUs – Staff, Local Elected and Appointed Officials Working Group

- **Key Result:** Improve education and decision-making of elected and appointed officials around nonpoint source pollution.
  - o Strengthen links between WSP and Nonpoint Education for Municipal Officials (NEMO) and avoid duplication of efforts
    - Extend membership of NEMO List Serve to WSP
    - Create links on WSP websites to NEMO, etc.
    - Support the creation of a NEMO Coordinator/Staff Person and their activities
    - Involve the NEMO Coordinator/Staff Person in WSP
  - o Develop methods and material for LGU staff to reach their elected/appointed officials
    - Encourage LGU staff to report annually to their officials about WSP accomplishments to build support for WSP
    - Assess specific needs of LGUs by following up on the 2006 Clean Water Minnesota survey by Debbie Meister (MMC).
- **Key Result:** Support and increase LGU staff's capacity to accomplish watershed outreach and education.
  - o Assist with continuity when LGU staff experiences turnover in order to keep that LGU engaged in WSP and aware of what is available
    - Develop introductory materials and invitations to new staff – (e.g., Welcome Wagon)
    - Encourage WSP members to invite/mentor new LGU staff to participate
    - Make website easier for new or unaffiliated LGUs to access (easier to find and apply to new responsibilities)
    - Update the Big Blue Book and make it accessible
  - o Improve communication with LGU staff
    - Streamline WSP website, add calendar of meetings, events, trainings etc.
    - Add links to other websites, links to List Serves (e.g., Sustainable Communities, Next Step, etc. ), and links to clearinghouses of information
    - Share materials developed by LGUs on the Clean Water website – e.g., signs, brochures, utility bill inserts, videos, slides, etc in formats that can be customized by others
    - Clarify links between Clean Water campaign website and WSP website
  - o Increase participation by other MS4s in WSP
    - Make media campaign relevant and accessible
    - Revise Clean Water campaign website to emphasize MS4 permit requirements (e.g. organize/cross list materials by 6 Minimum Control Measures as well as topic)
    - Provide training to Public Works employees re: good housekeeping practices in their jobs
    - Provide training/materials to LGU staff that they can use with their Public Works staff
    - Develop the above materials and trainings in a workshop format

- Capitalize on opportunities offered by other partners to increase participation and attendance
- Market to MS4s and encourage them to contribute to funding campaign
- Develop materials for diverse and non-traditional audiences that LGU staff can use with their clientele
  - Prioritize materials and messages for translation
  - Take advantage of existing opportunities (e.g., translation centers) to get things translated and share those materials on the Clean Water website

## NOTES

- **Next WaterShed Partners meeting: Wednesday, April 12, 9am to 11pm**, 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 2<sup>nd</sup> Wednesday of each month, 9 to 11 a.m.
- **Next Steering Committee meeting: Monday, April 17, 2-4 p.m.** at Hamline University, St. Paul, room to be announced. Steering Committee meetings are open to all WaterShed Partners.
- **E-mail Metro WaterShed Partners** at [watershedpartners@listproc.hamline.edu](mailto:watershedpartners@listproc.hamline.edu). Senders must be subscribed to the listserv.
- **Find contacts** referred to in the text in the partner directory at <http://cgee.hamline.edu/watershed>.
- PLEASE **update your listings** for Metro WaterShed Partners by emailing [kknuth01@hamline.edu](mailto:kknuth01@hamline.edu).

## 2006 STEERING COMMITTEE

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