

BCWMC Education & Public Outreach Committee Meeting Notes

July 21, 2009 – 9:00 a.m. Plymouth City Hall, Medicine Lake Room

Members present: Liz Thornton, Margie Vigoren, Mary Gwen-Lenth and Pauline Langsdorf – Amy Herbert was also there to give input into the website discussion

Website Review

We reviewed the title page and discussed whether the organization should be titled Bassett Creek Watershed Management Commission (BCWMC) or Bassett Creek Watershed Management Organization (BCWMO). Current printed material on the website and our logo refers to us as the Bassett Creek Watershed Management Commission (BCWMC). Amy will ask Len Kramer and Mike Welch if they recall any previous discussion on our name. If we are making revisions to our website we think this is the time to make a determination which is the name we want to use.

We plan to continue website discussion and bring our recommendations to the BCWMC when we have done a more thorough review. What is included below is a list of things we discussed and will continue to work on these plus other ideas.

- We would like to see the picture on our home page changed from the lake photo with a Canadian goose to the picture on our current annual report. This report has a picture of a lake with the Minneapolis skyline in the background and we'd also like to include the winter creek picture from our 2007 annual report.
- We would like to have the sidebar on the home page have a link that would bring us directly to a map of our watershed and another link to a regional map that shows the metro region watersheds. These maps are currently on the site but you need to search for them. We don't feel that a lot of site visitors would search the site that thoroughly.
- We discussed having a link on the sidebar titled "Things You Can Do" which would bring up the new brochure "Ten Things You Can Do to Improve Minnesota's Lakes and Streams". This link could provide an additional link to Hennepin County's new water website which will contain additional more in depth articles on the points mentioned in the brochure.
- We want to create a section for the general public and also a section for educators.
- We also want to restructure the way our watershed partnerships and other organizations are presented on the website.

Budget Review

We reviewed the line item budget for the website. The website budget was very small for this year and most of it has been spent. The BCWMC budgeted more in 2010 for website revisions. We will keep this in mind as we consider our recommendations.

We also reviewed the 2009 Education/Public Outreach budget and are comfortable with where we are at this time. We will do further review our 2009 line item for the Partnerships/Grants.

Brochures

We expect that the brochures we ordered from Hennepin County will arrive later this week. At the last BCWMC meeting we decided to send 500 to each of our cities. We will check with Medicine Lake to see if they want that many. We will check with our other cities to see if they want more and also check with Shingle Creek to see how they plan to distribute their brochures as several of our cities are in both watersheds.

Update on Writer and Articles