

BCWMC Education & Public Outreach Committee Meeting

May 28, 2009 – 9:00 a.m. – Plymouth City Hall – Medicine Lake Room

Members present: Liz Thornton, Ginny Black, Margie Vigoren, Stu Stockhauss and Pauline Langsdorf

Meadowbrook School Grant

Ginny will draw up the grant agreement and send it to the school for their signatures. Grant approval was given at April BCWMC meeting.

Brochure

We concurred with the recommendation from Mayor Loomis that people check their city ordinances regarding lawn regulations for inclusion under point 8 - Replace Turf with Native Plants – in the brochure. This recommendation was forwarded to the Joint EPOC brochure subcommittee. Since we significantly cut back the part of the Education/Public Outreach 2010 budget for brochures we will purchase enough brochures for the next couple of years from our 2009 budget. The information contained in these brochures will not go out of date. The committee decided to order up to 10,000 brochures provided the cost doesn't exceed \$1,000. We will give copies to our cities to use in their brochure racks. We also plan to use it at various community functions, give it to teachers in our schools and provide it to our libraries. We also briefly discussed reviewing existing lessons on watershed and non-point source pollution education that could accompany the brochures when we provide brochures to teachers. One suggestion was to hire a teacher to do the lesson reviews.

Hiring a Writer to Produce Articles About People in the Community Involved in Water BMP's

We reviewed and approved the scope of service drawn up by Margie Vigoren and Mary Gwen-Lenth. This will be sent out to several writers with a deadline for submission of their interest and samples of their work due back to Margie Vigoren by June 16. The committee will meet at 10:30 a.m. on June 18 to review and make a recommendation to the BCWMC on who we wish to hire to do this work.

The scope of services included:

- Write an occasional column to be published in local newspapers and other media outlets. The column would feature watershed residents who demonstrate water quality stewardship in some interesting and/or important way. For example, they may have installed a rain garden, led a neighborhood cleanup, worked with neighbors to stabilize a shoreline, etc. The article would personalize these "best management practices" in a way that is both interesting and instructive.
- The individual we are seeking would have the skills to write the articles in an engaging manner, while accurately depicting the method and significance of the practice highlighted. In addition, the individual would get the articles published in – at a minimum – the local newspapers of a majority of the BCWMO member cities. The individual would also take photos to accompany the articles.
- Members of the education committee will assist by identifying individuals to be featured and will provide information on the method and significance of the highlighted practice.

- The education and public outreach committee budget for this activity in 2009 is \$900 (for articles from July through December 2009).

Website Review

Amy Herbert joined the committee to review the website. Our website review had technical difficulties when the Barr website went down when we were about to start the review. We then switched to reviewing other watershed organizations websites and referred to a previously printed paper copy of the BCWMC home page and the grant informational pages. We will continue website review at a meeting of the Education and Public Outreach Committee scheduled for 9:00 a.m. on July 21st in the Medicine Lake Room at Plymouth City Hall.

Notes by Pauline Langsdorf

Joint EPOC Meeting

June 2, 2009 – 8:30 a.m. - Parker's Lake Room – Plymouth City Hall

BCWMC members present: Liz Thornton, Margie Vigoren and Pauline Langsdorf

Other organizations represented: Shingle Creek WMO, West Mississippi WMO, Pioneer-Sarah Creek WMO, Elm Creek WMO, City of Minneapolis and Hennepin County Environmental Services

Brochure Final Review

We reviewed the brochure and made recommendations for a few minor changes. Everyone was very pleased with the brochure. All groups were asked to get back to Judie Anderson with the number of copies they want for their organization. Cost per copy will be determined by the number to be printed. BCWMC representatives reported that we have a maximum of \$1,000 available for this brochure. The printing is estimated to take two weeks, once we know the number to be printed.

The brochure will have a space of about 1 ½ inches at the bottom of the tri-fold center back where our various organizations can print a brief organization specific message or affix a sticker with information about our organization.

Hennepin County Environmental Services

We were given copies of informational pieces produced by Hennepin County Environmental Services (HCES) which will be on their website. The topics completed so far include:

- Five easy things you can do to improve Minnesota's lakes and streams
- Earth-friendly lawn care tips
- Rain gardens add beauty and benefit the environment
- Adopt a storm drain

Additional pieces will be written and posted on the HCES website. The brochure will also be available there as a PDF. They will probably also write a separate article about rain garden maintenance. We also discussed the possibility of a utility bill insert. It was also suggested that a door-hanger developed that could be used in the immediate neighborhood when groups or individuals are involved in adopt a storm drain programs. The HCES will send out articles to the press on the topics listed above.

HCES will maintain and update the website. It will be revised in November. Following that the website will be reviewed and revised annually. The launch date for the website is July 1. The website address is www.hennepin.us/water

Personal Interest Stories on Water Stewardship Writer

BCWMC representatives reported that we are seeking a writer of personal interest stories that feature local watershed residents whose actions demonstrate water quality stewardship. We asked that names of writers be sent to Margie Vigoren to be included in our outreach for writers.

Next Meeting of Joint EPOC July 15

The Joint EPOC will meet on July 15 at 8:30 a.m. in the Parker's Lake Room of Plymouth City Hall. At that meeting we will report on brochure orders. Crystal Council Member Janet Moore will show us a powerpoint presentation about watersheds that she developed and has presented in classrooms at Forest and Neill elementary schools in Crystal.

Notes by Pauline Langsdorf