



## Bassett Creek Watershed Management Commission

### Education Committee Meeting

Monday September 9, 2013

Brookview Community Center

Golden Valley, MN

**Attendees:** Ted Hoshal, Commissioner Lisa Goddard, Commissioner Hoschka, Alternate Commissioner Dave Tobelmann, Dan Johnson, Administrator Jester

The purpose of this meeting was to discuss and brainstorm ideas for the development of a Bassett Creek Watershed Map. Ted Hoshal opened the meeting with a brief overview of the Education Committee 5-year plan and noted the 2013 and 2014 Commission budgets include funding for the design and printing of a map.

The group reviewed a variety of other maps provided by Hoshal including maps of other watersheds, recreational maps, and others. The group discussed various aspects of the map development project and made the following suggestions:

- The purpose of the map is to provide education and help engage residents in their watershed.
- Key audiences include residents, teachers, policy makers.
- The map should include a few specific messages surrounding water which could include: what is a watershed, how they can help improve water quality, we are all connected by water, the difference between stormsewers and sanitary sewers. The map message(s) should reflect Commission goals and include a call to action.
- Photography should be used to highlight areas or illustrate practices (rather than drawings).
- Significant parks along water and other access points to water should be included.
- A resident should be able to tell where they live by looking at the map.
- Common language or marketing themes should be used (such as those used by Metro WaterShed Partners or language used by cities in their communications with residents).
- Can include monitoring locations and information on where to find data.
- The map should cover one side of the paper with information/education on the other side.
- The map should be printed in color.
- Should consider using recycled papers and soy based ink.
- Map could include a history component like the "Bassett Creek History Trail."
- Map shouldn't be too busy – additional data can be available online.
- Barr Engineering has agreed to help gather GIS data layers.
- Map size should consider mailing, brochure racks, printer settings
- Maps could be distributed through schools – perhaps to grades studying water.