



WEST METRO WATER ALLIANCE

3235 FERNBROOK LANE | PLYMOUTH, MN 55447

763.553.1144 | judie@jass.biz

www.shinglecreek.org

Item 9F.
BCWMC 9-19-13

MINUTES

June 11, 2013

A meeting of the West Metro Water Alliance (WMWA) was called to order by Diane Spector at 8:30 a.m., Tuesday, June 11, 2013, at Plymouth City Hall, 3400 Plymouth Boulevard, Plymouth, MN.

Present were: Ted Hoshal and Laura Jester, Bassett Creek WMC; Doug Baines, Elm Creek WMC; Allan Hartkopf and Shelley Marsh, Shingle Creek WMC; Sally Strand, Plymouth; Hagen Kaczmarek, Eden Prairie; Alisa Reckinger, Hennepin County Dept. of Environmental Services (HCDES); Mary Anderson and Jenny Schaust, Educators; Diane Spector, Wenck Associates; and Judie Anderson and Amy LeMieux, JASS.

1. Motion by Baines, second by Hartkopf to approve the **Minutes*** of the May 14, 2013 meeting. *Motion carried.*

2. Watershed PREP.

a. **Fourth Grade Initiative.** Schaust provided a summary of the program for the 2012/2013 school year.

Lesson 1 – *What is a Watershed?* - has three primary objectives: define a watershed and identify which watershed the students are in; understand runoff and effects of added nutrients to lakes; and learn at least two actions to protect water resources. Teachers in the classrooms visited were surveyed and 18 responded. All teachers who had Lesson 1 in 2012/2013 would like the program to return for the 2013/2014 school year.

Lesson 2 – *The Incredible Journey (Project Wet)* leaves students with the understanding that water is non-renewable, the water cycle, and the multi-dimensional impact people, plants and animals have on the cycle. All teachers who had Lesson 1 in 2012/2013 would like the program to return for the 2013/2014 school year. Half of the survey respondents would teach the lesson on their own.

There are currently 31 confirmed classes for lesson one in the next school year. Ten are scheduled for fall 2013. Pilot classes at Oxbow Creek and Weaver Lake Elementary were successful and the Osseo school district curriculum coordinators are recommending the lesson be performed in all 66 fourth grade class rooms. Educators are still waiting for a response from the Robbinsdale school district, but know of one school that requested the program.

The current budget doesn't support the educators bringing the lesson to every fourth grade classroom in the WMWA area, and areas beyond including the Anoka school district have also expressed an interest in the program. It may be possible to partner with other organizations such as the U of M Water Resources Program or the Master Water Stewards that would be willing to teach the lessons on a volunteer basis to earn credits for their programs.

It was suggested that WMWA reach out to the media to obtain media coverage for the program.

1) **Brochure/Flyer.** The educators are still working with Reckinger to complete the brochure.

b. **Public Outreach.** The educators will participate at the Rogers STEM fair, New Hope City Day and Plymouth Environmental Quality Fair.

3. Marketing Plan for 2013-2014 Activities.

a. **Myfairlakes.com.** Spector contacted Margie Hartwig re the beer coasters, which were originally done for the Great Lakes Biodiversity Project. Myfairlakes.com is focused on only the Madison, WI area with a simple message, large font and few words. Their partner is Capital Brewing. In 2011 they printed 125,000 coasters for \$6,000. There were four separate designs and all artwork was completed in-house. They chose not to do seed-impregnated coasters because establishments prefer to re-use coasters.

In addition to the coasters, they created brochures, yard signs and utility inserts with the same branding

**in meeting packet*

BASSETT CREEK: Crystal • Golden Valley • Medicine Lake • Minneapolis • Minnetonka • New Hope • Plymouth • Robbinsdale • St. Louis Park

ELM CREEK: Champlin • Corcoran • Dayton • Maple Grove • Medina • Plymouth • Rogers

SHINGLE CREEK: Brooklyn Center • Brooklyn Park • Crystal • Maple Grove • Minneapolis • New Hope • Osseo • Plymouth • Robbinsdale

WEST MISSISSIPPI: Brooklyn Center • Brooklyn Park • Champlin • Maple Grove • Osseo

and message re keeping leaves out of the lakes. No specific measurement of the messaging impact is available. Adding a QR code could add a measurement as well as driving traffic to the website using trivia. The coasters could be die-cut into leaf shapes. Possible messages included:

- Good beer starts with clean water. Clean water starts with you.
- Every curb is a shoreline
- Nothing but rain down the drain

Jester will contact Leinenkugel's and Strand will make a list of local breweries. Baines will contact Finnegan's. Marsh and Reckinger will work on the design. A subcommittee consisting of Hoshal, Strand, and Spector was created. The target date for implementation is September 10, 2013. A progress report on the brewery contacts and design should be sent at the end of June to determine whether the subcommittee should meet.

b. Green Field Paper-follow up.* The coasters are impregnated with perennial, non-invasive wildflowers. The number of seeds per coaster varies. Specific grasses can be used instead of wildflowers. The vendor has no measurements for the percentage actually planted. The Educators thought that seed-impregnated die-cut fish coasters would be a great leave behind in the classrooms.

4. E-Newsletter – Water Links. The May edition was not sent, Reckinger will send out this week. More articles are needed. The deadline for content is the end of each month. June tips included cleaning up pet waste and keeping storm drains clear. Summer events and projects should be sent to Reckinger. The July topic is Know Your Aquatic Vegetation.

5. Updates. The book list has been started and current information was provided at the meeting. Books are available online and the Educators will get a copy of the book list and pricing. The Educators can apply for an education grant to build a library of books.

6. Announcements.

The Educators were thanked for participating at the **Zachary Lane Plymouth Environmental Quality fair**. Plymouth is considering ending the fair if more schools do not request it. Educators will plug hosting the Environmental Quality Fair at schools they visit.

The Association of Medicine Lake Area Citizens (AMLAC) held a **walkabout event** on June 8 with 13 tables staged around the lake area to educate citizens about the lake. There were 60 attendees. The piece re how Medicine Lake got its name would make a good article for the newsletter.

The **Bassett Creek Watershed Summit** will be held at Plymouth City Hall on June 13. The Summit is a culmination of the watershed assessment and visioning process.

The Bassett Creek **Watershed Tour** is on June 24. Non-commissioners are encouraged to attend.

Water Smart – How to re-use rainwater was held on June 4 at the Plymouth Library.

MCWD's **Canoes for a Cause** event will be held at the end of June.

The Shingle Creek Watershed held a **bicycle tour** on June 8. There were 6-8 people who biked along Shingle Creek from Webber Park to the Coon Rapids dam.

The **next WMWA meeting** is scheduled for September 10, 2013 at 8:30 a.m. at Plymouth City Hall. Subcommittees will continue to meet during the summer.

7. Adjournment. There being no further business the meeting was adjourned at 10:13 a.m.

Respectfully submitted,



Amy LeMieux
Recording Secretary

Z:\West Metro Water Alliance\Meetings\Meetings 2013\6_Minutes.doc

BASSETT CREEK: Crystal • Golden Valley • Medicine Lake • Minneapolis • Minnetonka • New Hope • Plymouth • Robbinsdale • St. Louis Park
ELM CREEK: Champlin • Corcoran • Dayton • Maple Grove • Medina • Plymouth • Rogers
SHINGLE CREEK: Brooklyn Center • Brooklyn Park • Crystal • Maple Grove • Minneapolis • New Hope • Osseo • Plymouth • Robbinsdale
WEST MISSISSIPPI: Brooklyn Center • Brooklyn Park • Champlin • Maple Grove • Osseo