



WEST METRO WATER ALLIANCE

3235 FERNBROOK LANE | PLYMOUTH, MN

763.553.1144 | judie@jass.b

www.shinglecreek.org

Item 8D
BCWMC 3-20-14
Online Information

MINUTES

February 11, 2014

A meeting of the West Metro Water Alliance (WMWA) was called to order by Doug Baines at 8:36 a.m., Tuesday, February 11, 2014, at Plymouth City Hall, 3400 Plymouth Boulevard, Plymouth, MN.

Present were: Laura Jester, Bassett Creek WMC; Doug Baines, Elm Creek WMC; Shelley Marsh, Shingle Creek WMC; Hagen Kaczmachek, Eden Prairie; Ben Scharenbroich, Plymouth; Mary Anderson and Jenny Schaust, Educators; Joan Nephew, Freshwater Society (FWS); Alisa Reckinger, Hennepin County Environmental Services (HCES); and Judie Anderson and Amy LeMieux, JASS.

1. Motion by Scharenbroich, second by Marsh to approve the **agenda** as presented. *Motion carried.*
2. Motion by Scharenbroich, second by Marsh to approve the **Minutes*** of the January 14, 2014 meeting. *Motion carried.*
3. **Administrative and Public Education Services Agreements** are being circulated for signature among WMWA members and to Shingle Creek as fiscal agent.
4. **Watershed PREP.**

a. **Hennepin County Green Partners Grant.** Schaust submitted a Green Partner Grant (ROOT) application to Hennepin County to enhance the Watershed PREP initiative. The project goals are to increase participation in Watershed PREP and develop a stronger connection to action. Funds requested total \$7,940. The application has been approved for funding by the County. LeMieux and Schaust will meet on March 6 to begin the process. Part of the grant includes an incentive for participants to complete the follow up survey. Options for incentives were circulated including pencils, erasers, and keychains.

[Nephew arrived 8:39 a.m.]

b. **Jackson Middle School (Champlin) Expert Day Jan 29.** The Expert Day is a mini-conference with several different topics, including conservation and sustainability. Students signed up for the top four sessions they wished to attend, and were sent to two of those sessions. The Educators presented a modified Watershed PREP program. The first trimester for sixth grade students focuses on water, which fits with the fourth grade/sixth grade/eighth grade focus discussed at the January meeting.

c. **Recap - 2013-2014 classes.*** In the 2013-2014 school year to date the Educators have visited 15 schools for 70 individual classes and reached a total of 1,848 students. There are eight schools currently scheduled for spring Watershed PREP classes, mostly schools that are new to the program. The in-kind requirement for the Green Partners grant is twelve and the Educators are on track to meet the requirement. Teachers have inquired whether there are classes for older students. Currently WMWA is focusing on reaching more fourth grade classrooms prior to expanding the program. Part of the grant is a focus group with teachers. Discussion of expanding the program to higher grades will be discussed within that group.

5. 2014 Marketing Plan.

a. **Partnership with Excelsior Brewery.** Excelsior is still very committed to the program, but Nephew has had difficulty reconnecting with the owner, John Klick. A spring roll-out is expected. Ted Hoshal or the County may be asked to help with the design and message.

b. **10 Things brochure.** Updates will be completed this week.

c. **Guidebook for Commercial Properties and Common Ownership Communities.** Spector updated the brochure. Comments should be directed to LeMieux by February 21, 2014.

*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

6. **E-Newsletter – Water Links.** The final stories for the next issue have been received. The newsletter should go out today or tomorrow.

- a. **Volunteer Writer.** Two people volunteered to assist with the newsletter. Interviews will be scheduled.
- b. **Process for Publication.** This process has been reviewed and be revised when the volunteer writer is in place.
- c. **Media Contacts.** J. Anderson is creating a list of media contacts. Members were asked to assist in gathering missing contact information from their cities, usually the person in charge of the website or communications within each city. The default contact person is the city clerk. The intent is to be able to disseminate information through the city websites and/or newsletters, as well as having a larger media presence so press releases directed to local papers are published more often.

Jester will contact Golden Valley, St. Louis Park and Medicine Lake. Nephew will contact Minnetonka and J. Anderson will contact the cities in Elm Creek.


7. **Other Business/Announcements.**

- a. **Metro Blooms.** The schedule of cities that have committed to a workshop was provided. Most dates are not firm yet. Plymouth's workshop will be on April 22 from 6:00-9:00 p.m. Champlin may partner with Dayton. Golden Valley will likely partner with Crystal, New Hope and Robbinsdale. The Green Yard theme will continue in 2014.
- b. **Plymouth Yard & Garden Expo.** The Expo is April 11, 6:00-9:00 p.m. and April 12, 9:00-1:00. The Plymouth Environmental Fair is tied to the Saturday at the Expo this year instead of visiting the schools. Children's activities are encouraged, possibly a contest. M. Anderson and D. Baines volunteered to help staff the booths. The Bassett Creek, Shingle Creek and Elm Creek booths will be combined into a large area again, including a WMWA focused area.

The **next WMWA meeting** is scheduled for March 11, 2014 at 8:30 a.m. at Plymouth City Hall.

7. **Adjournment.** There being no further business, motion by Scharenbroich, second by Marsh to adjourn. *Motion carried.* The meeting was adjourned at 9:99 a.m.

Respectfully submitted,



Amy LeMieux
Recording Secretary

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