



Item 7C.
BCWMC 1-19-17

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MINUTES

November 29, 2016

A meeting of the West Metro Water Alliance (WMWA) was called to order by Diane Spector at 1:03 p.m., Tuesday, November 29, 2016, at Plymouth City Hall, 3400 Plymouth Blvd, Plymouth, MN.

Present were: Laura Jester, Bassett Creek WMC; Ben Scharenbroich, Plymouth; Diane Spector, Wenck Associates; Mary Anderson and Sharon Meister, Educators; and Amy Juntunen, JASS.

1. Motion by Scharenbroich, second by Jester to approve the **agenda*** as presented. *Motion carried.*
2. Motion by Jester, second by Scharenbroich to approve the **minutes*** of the October 11, 2016 meeting. *Motion carried.*
3. **Watershed PREP.** October was a busy month with several schools visited. Meister has one school visit scheduled for December 2016. Leavenworth will attend the Jackson Middle School Expert Day for eighth grade students on January 12, 2017. Educators were requested to ask teachers for photos of projects, journal entries, or thank you notes that could be shared with the Commissions. Classes have been scheduled through May.

Juntunen will provide a final report in January. Juntunen requested Educators to specify if Lesson 1 or Lesson 2 was given at each school visited and for the schools scheduled for 2017.

4. **Pledge Campaign.** Over 250 pledges have been submitted covering approximately 25 acres, though several submissions did not specify area to be planted, so it may be more. One large restoration project in Missouri was included. Juntunen met with a developer of nine Minnesota solar farms of 200+ acres each who plans to plant natives on the project sites and will request those sites to be pledged as well. Solar farms are currently required to meet only paved standards; it may be a good addition to each Commission's Rules and Standards about planting these sites.

The social media campaign will be taken over by JASS through the winter months, picking up with the contractor again in February.

Spector spoke about the Pledge campaign at Blue Thumb's Thumbs Up event on November 7, 2016 and a few partners expressed more interest in working with the project. Juntunen connected with a native grower at the same event who expressed interest in participating in native plant sales, especially June – September when the plants are bigger and more robust.

Native Plant Sales. Brooklyn Park and Brooklyn Center's city festivals are both in mid-June, though the Brooklyn Park farmer's market, instead of the city festival, was suggested for sales. New Hope's festival is in late June and the city also hosts a farmer's market summer through fall. Champlin's city festival is in early to mid-June. Medina's Cleanup Day is April 29 and their city festival on September 16. Golden Valley Days is in September. St. Louis Park hosts a few events, such as Arbor Day and Park-tacular with no booth fee that may also be good venues for sales. Westwood Nature Center in St. Louis Park also has events throughout the summer that may be a good fit. The Plymouth Home Expo is April 7-8 and the city also hosts a weekly farmer's market.

Next steps are to list events that would be a good fit for native plant sales and begin marketing those events to local growers. A FAQ sheet should be created defining expectations and listing the materials WMWA will provide.

**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

WMWA will provide pledge cards and the Pledge banner and may have a staff person available to provide education. Cities may choose to provide information as well. The grower will receive a free booth and promotion of their company and sale through social media and city channels. Materials should include how native plants provide a water quality benefit.

Juntunen will create the list of events. Spector will create the FAQ sheet re expectations. Growers will begin to be contacted in late January. Growers will be surveyed after events to solicit feedback. Technical Advisory Committees in each watershed should be alerted to the sales. Spector will write-up a summary of the plant sale plan for the Shingle Creek/West Mississippi Commissions and provide to Juntunen and Jester for Elm Creek and Bassett Creek Commissions.

5. Outreach Events. Juntunen is meeting with Becky Rice of Metro Blooms on December 7 to discuss a new format for the raingarden workshops.

6. Website. The website and social media will be updated with new articles from WaterShed Partners.

7. E-Newsletter. Jester will solicit articles for a January newsletter in a few weeks. The October minutes list possible topics for articles.

8. Other Business.

a. The 2017 **budget** is the same as 2016, with \$6,000 dedicated to the special project, plus carry-over from funds dedicated to the social media campaign not spent in 2016. The 2018 budget discussions should begin early in 2017. Administration will be increased to \$16,000. The Watershed PREP may be expanded due to an increase in the hourly rate for educators as well as expansion into sixth grade classes. Participation in the Metro Blooms workshops should be reviewed to discuss whether these will be continued.

b. Exploration of whether **Hennepin County Green Partners grants** could be used by cities to offer grants to homeowners or large corporate campuses installing natives was suggested. Talking points for corporate campuses could include sustainability and corporate values.


c. Bassett Creek was approached by the **Blake School** regarding photography and environmental sciences classes combining to focus on water projects in the city. Students visited four CIP project sites, took photographs and used a 360 camera. Those photos are now up on the Bassett Creek website with virtual tours of those sites, including historical and scientific research on each project.

d. A **drone flyover** of watershed projects could be a great way to highlight achievements and share with the public.

e. **The next WMWA meeting** will be held at 8:30 a.m. on Tuesday, January 10, 2017, in the Medicine Lake Room, Plymouth City Hall. The meeting will focus on the 2018 proposed budget and assignments for approaching growers for native plant sales.

9. Adjournment. There being no further business the meeting was adjourned at 2:05 p.m.

Respectfully submitted,


Amy Juntunen
Recording Secretary

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