



Item 8C.
BCWMC 5-18-17

3235 FERNBROOK LANE
PLYMOUTH, MN 55447
763.553.1144

info@jass.biz

www.westmetrowateralliance.org

MINUTES

March 14, 2017

A meeting of the West Metro Water Alliance (WMWA) was called to order by Diane Spector at 8:32 a.m., Tuesday, March 14, 2017, at Plymouth City Hall, 3400 Plymouth Blvd., Plymouth, MN.

Present were: Doug Baines, Elm Creek WMC; Ben Scharenbroich, Plymouth; Sharon Meister, Elm Creek WMC and Educator; Diane Spector, Wenck Associates; and Amy Juntunen, JASS.

1. The **agenda*** was approved by consensus.
2. Motion by Scharenbroich, second by Meister to approve the **minutes*** of the February 14, 2017 meeting. *Motion carried.*
3. **2016 Annual Report.** A typo was noted in the footer. Motion by Scharenbroich, second by Baines to approve the 2016 Annual Report as presented. *Motion carried.*
4. **Watershed PREP.**
 - a. **Meadowbrook Elementary** in Hopkins is a new school this year. The school is in the Bassett Creek watershed.
 - b. The **Basswood Science Night** went well. The watershed table with the enviroscape was popular with many children participating.
 - c. Meister also did the **Science Day** at Meadow Ridge Elementary in Plymouth for second graders.
5. **Pledge to Plant Campaign.** The Pledge numbers aren't as high as anticipated. Spector suggested creating a press release for cities to include in their spring newsletters and to publish in local papers. Staff will create a press release.

Juntunen is still working on contacting the cities to coordinate native plant sales at city events. Once the sale events are confirmed with the cities, Juntunen will provide a list of which nurseries will be selling at specific events, update the website, and send plant sale information to the cities for inclusion on their websites and newsletters. The Champlin Garden Club has a plant sale in May, and does not want a native plant sale to detract from their sale.

The Victory Neighborhood just applied for a \$30,000 grant to encourage people to plant the boulevards with vegetables or natives and expand the Camden Farmers Market, which may partner with the West Broadway Farmers Market.

Additional opportunities for plant sales include the Medina Flea Market at the Medina Ballroom and Corcoran's Country Days in August. The Campaign will be promoted at the Music in Plymouth event.

Juntunen will contact Hennepin County to get more Pledge cards planted for upcoming events.

5. **Outreach Events.**
 - a. The **Plymouth Home Expo** is April 7 and 8. Spector and Baines volunteered for the Friday evening shift and Baines and Meister volunteered for the Saturday shift. Lisa Vertlney, Plymouth Commissioner to Elm Cree WMO will

**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

volunteer for one shift and one or two Eagle Scouts may also volunteer at the event. Juntunen will re-work the display to include maps and focus on the Pledge to Plant campaign, and will set up on Friday and tear down on Saturday.

b. Metro Blooms "**How to Create A Weather Resilient Yard**" workshops in Champlin on April 6, Plymouth on April 11, and Crystal on May 4, 6:00-9:00 p.m. Pledge cards will be handed out at these events.

c. The **Great Shingle Creek Cleanup** is April 22 in Brooklyn Center. The Educators are unable to attend due to other commitments on Earth Day. Juntunen will reach out to the Master Water Stewards and Master Gardeners in the area.

d. Crystal is hosting a **Winter Maintenance for Sidewalks and Parking Lots** workshop on October 13, 2017. Plymouth will also host one or two workshops this fall. The goal is to get private contractors to attend.

e. Plymouth's **turf grass workshop** on March 2 was well attended. Participants were mostly city public works employees and a few private contractors. The survey given at the end of the workshop indicated that many will change their practices based on what was learned at the workshop.

6. E-Newsletter. The next articles are due mid-March. Articles will highlight the first round of native plant sales, the Pledge campaign, Spector will write articles on the Twin Lake carp project and the Fish Lake alum treatment, Scharenbroich will write an article on the Plymouth Creek stream restoration.

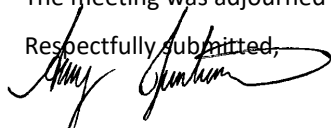
7. Website/Social Media. Dawn Pape has resumed posting to Facebook and Twitter. In the last month, posts reached 375 Facebook users with 170 engagements.

8. Other Business.

The next WMWA meeting will be held at 8:30 a.m. on Tuesday, April 11, 2017, in the Medicine Lake Room, Plymouth City Hall.

9. Adjournment. There being no further business, motion by Baines, second by Meister to adjourn. *Motion carried.* The meeting was adjourned at 9:41 a.m.

Respectfully submitted,



Amy Juntunen
Recording Secretary

Z:\West Metro Water Alliance\Meetings\Meetings 2017\3_Minutes_.doc



3235 FERNBROOK LANE

PLYMOUTH, MN 55447

763.553.1144

info@jass.biz

www.westmetrowateralliance.org

MINUTES

April 11, 2017

A meeting of the West Metro Water Alliance (WMWA) was called to order by Diane Spector at 8:30 a.m., Tuesday, April 11, 2017, at Plymouth City Hall, 3400 Plymouth Blvd., Plymouth, MN.

Present were: Ben Scharenbroich, Plymouth; Shelley Marsh, Brooklyn Center; Diane Spector, Wenck Associates; Dawn Pape, Lawn Chair Gardener; and Amy Juntunen, JASS.

1. Motion by Scharenbroich, second by Marsh to approve the **agenda*** as presented. *Motion carried.*
2. Motion by Scharenbroich, second by Spector to approve the **minutes*** of the March 14, 2017 meeting. *Motion carried.*
3. **Watershed PREP.** Both Educators are presenting today at schools. An update will be given at the May meeting.
4. **Pledge to Plant Campaign.** The April 22 native plant sale scheduled in Plymouth has been cancelled because the grower does not have plants available yet.

The New Hope Farmers Market event was originally scheduled for August 19, the same date as Corcoran Country Daze, and should be rescheduled. Possibly to August 5. The Camden Farmer's Market hours haven't been finalized. Juntunen will look into potential opportunities at farmer's markets in Rogers and Dayton.

Pape will write a press release regarding native plant sales once the sale dates and vendors have been finalized.

Pape was directed to write a press release regarding the campaign for inclusion in the *Water Links* newsletter and submission to the *StarTribune* and other local papers. MinnPost is a local non-profit newspaper and website that has a regular environmental column. Stories and press releases should be submitted there as well.

Pape requested that WMWA review the **LCCMR grant** she is submitting on behalf of the Campaign. Ramsey Conservation District will be the fiscal agent. The grant is to provide education on the benefits of native plantings for native bees and water quality. The idea is to have two lessons for children, one on pollinators and one on water. Partners include a local bee expert and Ramsey County Master Gardeners. Spector expressed concern that there was a lot of information in the grant on bee education but not much about clean water, which is the focus for WMWA. Pape agreed that the grant writing would need to be expanded to include that educational portion. The grant will not cover the development of educational materials, though it may cover the printing cost. The second goal of the grant is to have people take the Pledge to Plant, so the grant has two major parts: setting up and implementing education, and then implementing plantings. WMWA could help by finding venues for the education, such as farmer's markets or city events. The WMWA Educators have developed relationships and contacts at local middle schools. WMWA may also have a potential role to expand Watershed PREP and introduce this education to high school students. A draft budget for the education is needed. Spector volunteered to begin developing a budget to make the contacts, budget for educator time, mileage, etc., for the WMWA area. Pape will continue to flesh out the grant. The rough draft of the grant is due on May 4 with the final due May 15. Pape will send a Google Link for people to review and comment on the grant application.

5. Outreach Events.

- a. The **Plymouth Home Expo** was April 7 and 8. Attendance was lower than the previous year, likely due to the nice weather. The seed packets were a big hit again this year. An update with the amount of materials expended

**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

at the Expo will be available in May. Two Eagle Scouts assisted with the display as part of their Eagle Scout project and promoted storm drain marking and cleaning.

b. Metro Blooms is hosting **"How to Create A Weather Resilient Yard" workshops** in Champlin on April 6, Plymouth on April 11, and Crystal on May 4. An update on attendance numbers will be provided in May. Metro Blooms also inquired about doing a fourth workshop in Brooklyn Center for a newer apartment development to educate residents and staff on native planting and include native plantings in the landscaping.

c. The **Great Shingle Creek Cleanup** is April 22 in Brooklyn Center, which will also host an open house at their new public works facility and invited WMWA to staff an education booth. The Educators are unable to attend due to other commitments on Earth Day. Deirdre Coleman is working with Juntunen to locate a Master Water Steward to volunteer for the event.

d. Plymouth will be providing education to third graders for Earth Day and plans to do storm drain marking.

6. E-Newsletter. Only one article for the spring Water Links newsletter has been received. Spector just sent an article in today and Juntunen will also submit an article on the Pledge campaign today. Juntunen will check in with Jester regarding getting the newsletter to the County. Juntunen will also inquire about having more Pledge cards printed by the County.

7. Website/Social Media. HootSuite costs about \$120/yr. One of the biggest benefits is that the program will determine the best time to publish content for the largest reach. It also provides better metrics than what is provided directly by Facebook or Twitter. Pape manages social media for Bassett Creek and boosts posts once or twice per month which seems to work well to increase post reach and generates a few extra "likes" per boost, especially on posts that are already performing well on their own. A boost can increase the view from a few hundred people to a few thousand people. Each boost costs approximately \$20.

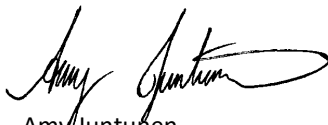
Content ideas included water conservation, native plant sales, and cleaning up the seeds from trees falling into the streets. Posts generate more engagement with photos. Adding "Please Share This Post" does increase sharing. Spector will work on getting photos of upcoming projects in Shingle Creek to share, including outlet structures, ponds, construction, and the public art re-aeration structures. One Brooklyn Center park is installing "grass-crete" with plugs of concrete removed from the parking lot and replaced with grass. If it works well, an article will be written this fall or next spring. French Park in Plymouth is installing a pervious parking lot.

8. Other Business.

The next WMWA meeting will be held at 8:30 a.m. on Tuesday, May 9, 2017, in the Medicine Lake Room, Plymouth City Hall.

9. Adjournment. There being no further business, the meeting was adjourned at 9:51 a.m.

Respectfully submitted,



Amy Juntunen
Recording Secretary

Z:\West Metro Water Alliance\Meetings\Meetings 2017\4_Minutes_.doc