

*Our mission
is to provide collaborative
leadership in improving
and protecting the quality
of the Long Lake Creek
Watershed for the
enjoyment of the present
and future generations.*

Long Lake Waters Association

October 3, 2018

Bassett Creek Watershed Lake Leaders Meeting

Outline



- Long Lake Creek Watershed
- Who LLWA is
- How and why LLWA got started
- Organization Structure
 - Set up and foundation
 - Funding
 - Projects
- Organization Strategy
 - Membership
 - Education/Community Outreach
 - Opportunities/Challenges

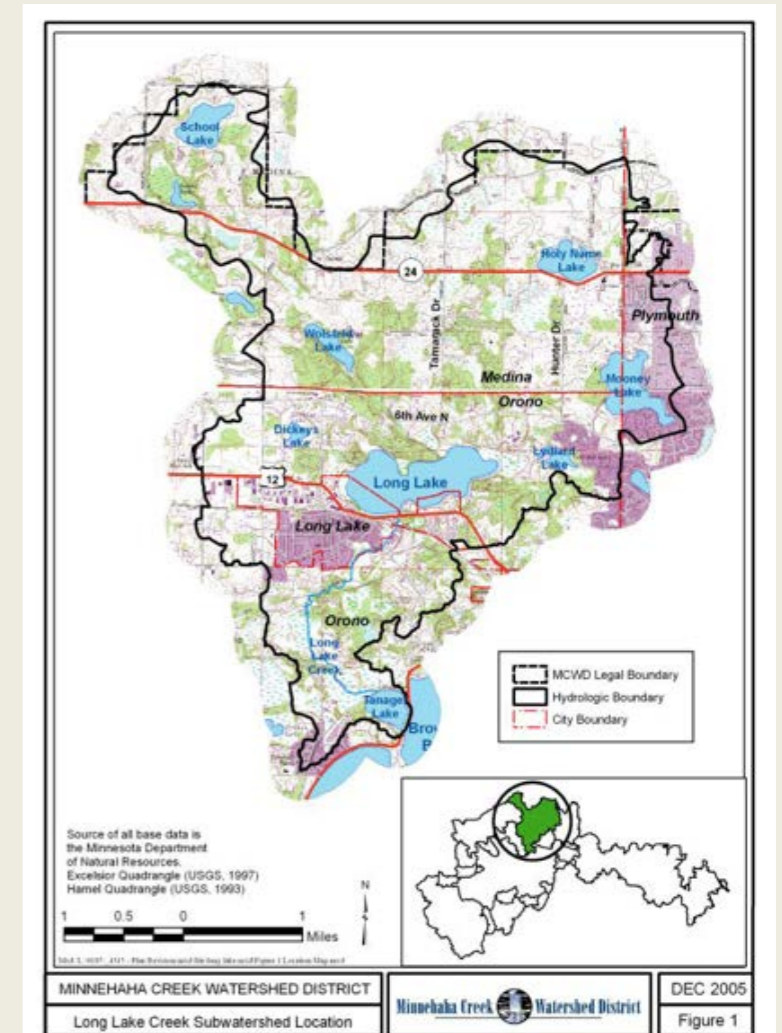


Long Lake

The Long Lake Creek Watershed

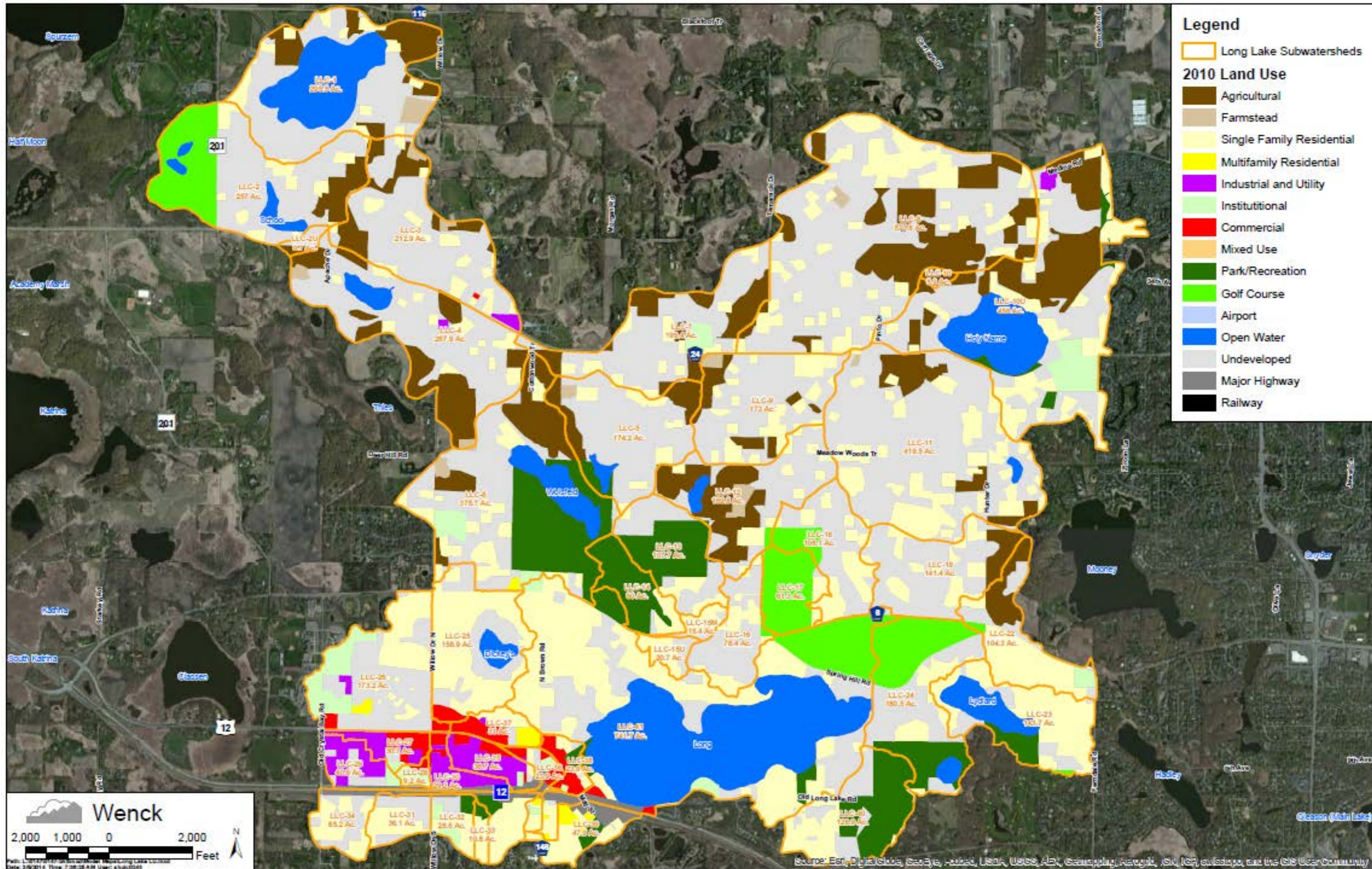


- What is the LL Creek Watershed?
 - LL Creek Watershed encompasses a large area
 - 11.9 square miles; 7,619 acres
- Long Lake Creek Watershed is more than a lake:
 - Seven lakes, many wetlands, streams and all of the connecting creeks and streams
 - Includes 3 cities – Orono, Long Lake, Medina

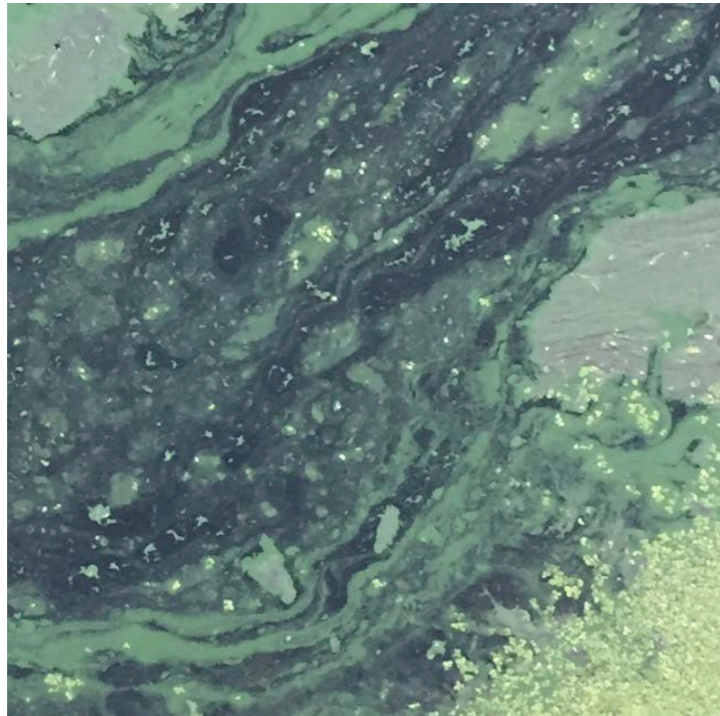


- Part of the greater Minnehaha Creek Watershed
- The upper LCreek Watershed impacts the middle LL Creek Watershed and flows into the lower LL Creek Watershed – and it all ends up in Lake Minnetonka, Minnehaha Creek and finally the Mississippi. It's all connected!

The Long Lake Creek Watershed - Land Use



Evidence of a Problem



The Long Lake Creek Watershed Facts



- 5 of the 7 lakes identified as "impaired for excess nutrients"¹
- DNR Fish monitoring > "high" mercury levels in excess of that safe for consumption
- Blue Green Algae and E-coli led to several beach closures
- Long Lake water quality in Long Lake currently rated "D"¹
- Long Lake, Tanager Lake water quality only "partially supports swimming"¹
- Nutrient loading in School, Holy Name Lakes exceeds 50%
- High level of community interest to form a watershed association

- The Long Lake Watershed is impaired



LLWA Was Formed in 2016

To address the complex water quality problems across the watershed



Long Lake Creek Watershed = all three towns

- Unique Collaborative Approach
- Public - Private Partnership
- Education, Partnerships, Engagement = Success!

We are:

- A local citizen based all volunteer nonprofit 501(c)3 organization you can use as a resource
- An advocate for conservation and clean water
- An organizer of partnerships, watershed efforts, education and community outreach



LLWA - Time Line and Focus



- Three Major Areas of Focus for LLWA

1. Organizational –set up/membership/raising funds/grants
2. Marketing/Education – raising awareness
3. Strategy – forming partnerships, direction and projects

1. Organizational Initiatives



- 2016 - 2018
 - Informational meetings and conducted focus groups with support from Fresh Water Society
 - Formed LLWA and registered name with State of MN
 - Elected the first Board/Monthly Board Meetings
 - Drafted/adopted organizational bylaws
 - Granted 501(c)3 non-profit status
 - Established bank account, PO box, tax filing, Etc.
 - Raised baseline funds to support organization, web hosting, printing, etc.
 - Established the Long Lake Creek Watershed Partnership with Orono, Medina, Long Lake and MCWD
 - Formed committees to extend our reach



2. Marketing/Education Initiatives



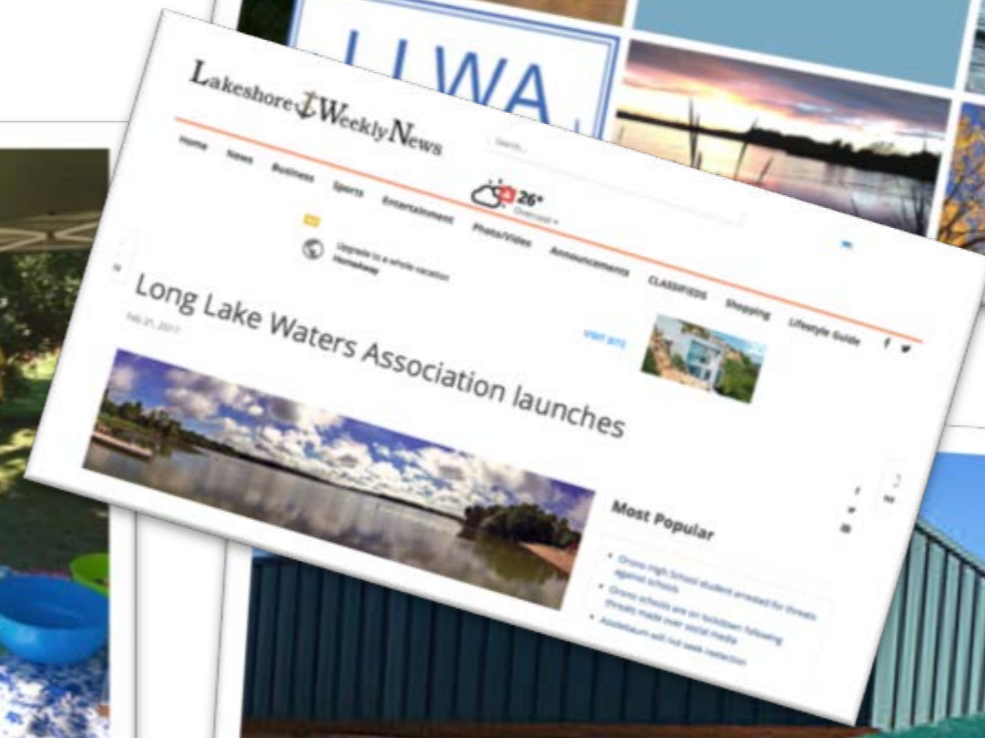
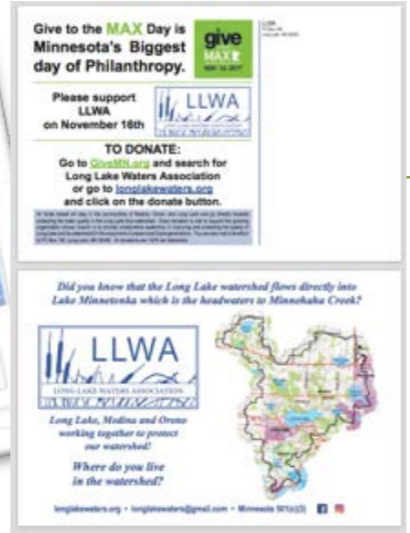
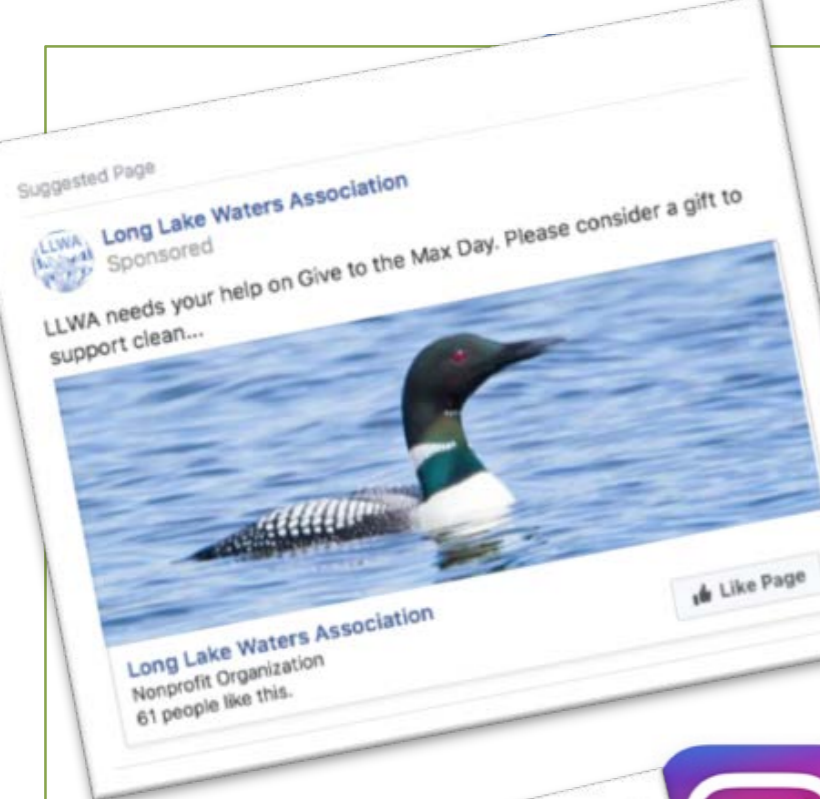
● Marketing

- ☐ Attended Long Lake Social Media Business Seminars
- ☐ Developed membership mailing list
- ☐ Developed Website, Facebook and Instagram
- ☐ Give to the Max Day
- ☐ Local papers, press and articles

● Education Outreach

- ☐ Hosted Community Water Summit
- ☐ Hosted Education Summit with speakers
- ☐ Hosted LLWA Annual Meeting
- ☐ City Council Meetings
- ☐ Community Educational booths
- ☐ Designed Orono Schools 7th grade capstone project on Water Quality (~200+ kids)
- ☐ AIS Training for Members
- ☐ October 2018 - Drink to Clean Water Event at Birch's on the Lake





Marketing

Focused on free, online media or PR
Local community efforts

3. Strategic Initiatives



- Strengthened Long Lake Creek Watershed Partnership - Medina, Orono, Long Lake and Minnehaha Creek Watershed District (MCWD)



- Established relationships with Advocacy Groups

- Conservation MN
- Freshwater Society
- Long Lake Lions
- Long Lake Rowing Club
- Other Lake Associations and local businesses



- Developed 2018-19 Priorities and Projects

- Carp Proposal and Project
- Liaison to the MCWD Citizen Advisory Board
- Fundraising and Grants
- Increase Awareness - expand membership program



Opportunities and Challenges



- Build wide community support across three cities to provide critical support for the watershed
- Emphasize the importance of the watershed and conservation efforts
- LLWA's strength is in the membership and the community
- Watersheds are dynamic and changing and we don't have all the scientific facts and answers
- Projects cost are very expensive - grant opportunities
- Multiple partners
- Plenty of great ideas and important projects - priorities
- Local governments change
- Volunteer based - ongoing engagement



Lessons Learned



- Partnerships are crucial
- Work closely with the local watershed
- Understand the current data
- Need patience - action takes time
- Volunteers
- Every dollar counts
- Free marketing and social media



- Lake Associations can make a difference and have a positive impact!

Thank you!



Long Lake Waters Association

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